CENSORSHIP AND PROPAGANDA NUMBER

MACALESTER COLLEGE LIBRARY

The Saturday Review of Literature

VOL. XXV NO. 10 NEW YORK, SATURDAY, MARCH 7, 1942 FIFTEEN CENTS

Articles and Reviews by:

ORDWAY TEAD
GORDON W. ALLPORT
GEORGE CREEL
WALTER WANGER
BERNARD SOBEL
MORRIS S. VITELES
GREGORY ZILBOORG, M.D.
CEDRIC LARSON
STANLEY WALKER
PETER H. ODEGARD
PENDLETON HERRING
W. M. RAMSEY
BURNET HERSHEY
RUTH BENEDICT

EDWARD L. BERNAYS
Guest Editor

LOOK
WHO'S
Listening
THIS POSTER IS PUBLISHED BY THE HOUSE OF SEAGRAM AS PART OF ITS CONTRIBUTION TO THE NATIONAL VICTORY EFFORT

This poster was one of many contributed by a private organization as part of the national drive against loose talk on military matters. Compare this with a World War I poster having a similar purpose (page 6).

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

"A SMALL MASTERPIECE... striking in form and content, highly provocative of sober thinking." —FREDERICK L. SCHUMAN *in Saturday Review of Lit.*

SOMETHING WENT WRONG

By LEWIS BROWNE

Author of
"This Believing World," "How Odd of God," Etc.

"If you like history written with the suspense of a mystery, garnished with clever wit, served piping hot, try this."
—*Boston Herald*

SINCLAIR LEWIS
says of

SOMETHING WENT WRONG

"In *'Something Went Wrong'* there is the excitement of a well-told novel. I doubt if there is any other book which so well explains to the general reader just how it is that, after a hundred and fifty years of persuasive peace movements and miraculous inventions, we have increased war and only a quarter begun to decrease poverty."

"A picture of the crisis of our age that is at once thoughtful, vivid and convincing." —*New York Times*

"A stimulus to needed thinking; an antidote for provincialism."
—*Philadelphia Bulletin*

"He leaves all other popularizers of history far behind, bogged in comparative dullness." —*Los Angeles Times*

"One puts it down with as much reluctance as a 'thriller'."
—*Des Moines Register*

at all bookstores $3.00

THE MACMILLAN COMPANY
60 Fifth Avenue, New York

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The Saturday Review of Literature

CONTRIBUTORS AND CONTENTS

Edward L. Bernays, guest editor of this issue, whom *Time* calls "U. S. Publicist No. 1," has been working in the field of public opinion as public relations counsel for more than twenty years. His partner is Doris Fleischman. In the last war he served on the Committee for Public Information. He is the author of "Propaganda" and "Speak Up for Democracy." Mr. Bernays reviews James R. Mock's "Censorship 1917" on **page 4,** and writes the editorial on **page 10.**

Peter H. Odegard is professor of political science at Amherst. He is author of "The American Public Mind," "Pressure Politics," and "American Politics: A Study in Political Dynamics." He is associate editor of *Public Opinion Quarterly,* and member of the board of the *American Political Science Review.* Mr. Odegard reviews "Propaganda and the American Revolution," by Philip Davidson, on **page 5.**

Dr. Gregory Zilboorg, author of the recently published "A History of Medical Psychology," has a private practice in psychiatry and psychoanalysis in New York. He was Noguchi Lecturer in the History of Medicine at Johns Hopkins in 1935, and Secretary and Director of Research, Committee for Study of Suicide. His review of "Atrocity Propaganda, 1914-1919," by James Morgan Read, appears on **page 6.**

George Creel was head of the Committee of Public Information in World War I. Before that, he had been editor of the *Kansas City Independent, Denver Post,* and *Rocky Mountain News,* and was the author of several books. Since the war, he has written, among others, "How We Advertised America," "The War, the World, and Wilson," "The People Next Door," and "Sons of the Eagle." Mr. Creel reviews "Twelve Decisive Battles of the Mind," edited by Gorham Munson, on **page 7.**

Ordway Tead is Chairman of the Board of Higher Education in New York City and is editor of Economic Books for Harper and Brothers. He is past President of the Society for the Advancement of Management, and is chairman, Committee on Publications, of the National Council of the Young Men's Christian Association. He is the author of some ten books, among them "New Adventures in Democracy" and "The Case for Democracy." His review of "Thoughts for the Times," by W. Macneile Dixon, appears on **page 8.**

Cedric Larson is the co-author of "Words that Won the War." He has been connected with various government agencies, including the Library of Congress. He has contributed articles on public opinion and propaganda to the *Public Opinion Quarterly, American Scholar,* and *The Saturday Review.* He is currently at work on a manuscript dealing with the morale of democracy in wartime. Mr. Larson reviews "Modern Publicity in War" on **page 8.**

David Brown is a magazine writer and editor who has also been a newspaper man and industrial publicist. He began his studies in the field of propaganda at the Graduate School of Journalism at Columbia University. Mr. Brown reviews an article from "Print," by Cedric Larson, on **page 9.**

Pendleton Herring is a member of the faculty of the Graduate School of Public Administration at Harvard University. He is author of the recently published "The Impact of War" and "The Politics of Democracy." He contributes an article to this issue, "A Focus for Facts and Figures," on **page 11.**

Walter Wanger is the independent motion picture producer whose record includes such films as "Blockade," "Gabriel over the White House," and "The Long Voyage Home." He is President of the Academy of Motion Picture Arts and Sciences, and Managing Director of the Hollywood Office of Coördinator of Inter-American Affairs. Mr. Wanger has contributed articles to *Foreign Affairs* and *The American Journal of Sociology.* His article on "Movies with a Message" appears on **page 12.**

Bernard Sobel was enjoying an academic career as assistant professor of English at Purdue University when he decided to change to the field of publicity. Since then he has worked for Florenz Ziegfeld, A. L. Erlanger, Walter Wanger, and others—all as publicity man. He has written a number of plays and books, among them "Burleycue," the only history of American burlesque, and "The Indiscreet Girl." Mr. Sobel reports on propaganda and the drama on **page 13.**

William McCreary Ramsey II is director of radio advertising for Proctor and Gamble, one of the largest commercial consumers of time in the history of the radio industry. His article on radio's relation to the national emergency appears on **page 14.**

Burnet Hershey is president of the Overseas Press Club, the only organization of American foreign correspondents in the United States. Since 1915, he has been a foreign correspondent and newspaper man, covering the first World War, and subsequent events for various American newspapers. At present he is news commentator for WMCA. His article, "They Pointed the Way," appears on **page 16.**

Gordon W. Allport is associate professor of psychology at Harvard University and Chairman of the Department of Psychology. He is editor of the *Journal of Abnormal and Social Psychology,* and member of the Emergency Committee in Psychology under the National Research Council. He is also the author of "Personality: A Psychological Interpretation." Dr. Allport reviews "Political Propoganda," by Frederick C. Bartlett, on **page 18.**

Ruth Benedict has been professor of anthropology at Columbia University since 1923. She was formerly president of the American Ethnological Society, and is present editor of the *Journal of American Folklore.* Her review of "Democracy Through Public Opinion," by Harold D. Lasswell, appears on **page 19.**

Morris S. Viteles, professor of psychology at the University of Pennsylvania, has served as consulting industrial psychologist in a variety of industries, and is at present actively engaged in the selection, training, and direction of specialized military personnel for a number of defense projects. He is also author of "The Science of Work." Dr. Viteles reviews "Management and Morale," by F. J. Roethlisberger, on **page 20.**

Gorham Munson, author-editor of "Twelve Decisive Battles of the Mind," and author of "The Dilemma of the Liberated," is a member of the faculty of the New School for Social Research. He reviews "Words Win Wars," by John Hargrave, on **page 21.**

Basil Beyea is editor and consultant of the Social Work Publicity Council. He entered the public relations field in 1937 as publicity secretary for Boston's Family Welfare Society. He has worked on the Greater New York Fund, and is editor of the magazine *Channels.* His article, "Publicity for Social Work," appears on **page 22.**

Stanley Walker, one of the oustanding newspaper men of this or any generation, is best known for his work on *The New York Herald Tribune,* although he has been prominently associated with *The New York Daily Mirror, The New York American,* and *The New Yorker,* and *The Philadelphia Evening Ledger.* He has written "The Night Club Era," "Mrs. Astor's Horse," and "City Editor." His review of "How to Understand Current Events" appears on **page 25.**

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The Limits of Censorship

CENSORSHIP 1917. By James R. Mock. New Jersey: Princeton University Press. 1941. 250 *pp., with index.* $2.50.

Reviewed by EDWARD L. BERNAYS

THERE is a great deal of discussion these days about planning for a post-war world. It revolves itself in great part around planning for economic well-being.

It seems to me that an important part of this type of planning should be one which insures a post-war world free of censorship, with an open, free flow of fact and opinion through channels reaching the public.

In other types of planning, certain measures can be put into effect at certain specific times—as, for instance, in the reconversions of factories from war to peace uses, or the realignment of credit. But in planning for changing censorship to peacetime needs we cannot depend on a mechanistic approach. Only through the continuous maintenance of public consciousness that censorship is an instrument of total war *for the duration* can a return to our normal freedoms in a post-war world be accomplished.

This book presents logically the case for the maintenance of the strongest public consciousness of censorship, telling us the story of how censorship was prolonged after World War I with damaging results, and indicates the necessity for eternal vigilance in this present period, as a safeguard for our future. It is the indispensable campaign book for those interested in preserving our civil liberties in wartime and in the peace to follow.

Democracy in wartime is in a dilemma. Censorship is a necessity, a military measure in the national war effort. Justice Holmes's dictum rules, that "The most stringent protection of free speech would not protect a man in falsely shouting fire in a theatre and causing panic." Mock agrees with this thesis but he warns about the grave danger of a carry-over of wartime censorship into peacetime. He presents facts—names, places, dates, to prove his point for the post-war period after 1918 and makes a strong care for watchfulness. The carry-over in the United States after the great war extended censorship to many fields of communication.

World War I censorship in the post-war period was carried on or carried out by pressure groups of all kinds as well as by states and municipalities which "assumed in peacetime those powers the federal government had used in national emergency." These powers were applied to the press, to books, motion pictures, radio, the university—radical and liberal ideas of all kinds.

Thirty states continued the main features of the Federal Espionage and Sedition Act when peace came. It is in the interpretations of these laws that one of the gravest dangers to civil liberties lies today, Mr. Mock believes. As a specific example, he cites the editor of an Albuquerque, New Mexico paper, who was sentenced to a year in jail in 1923 because of charges he had made against the political machine.

Americans traveled far along the censorship road in the last war through the passage of the Selective Service Act, the Trading with the Enemy Act, and the Espionage Act in 1917. But the disappearance of our liberties under stress in 1917 was not a new departure for the people of the United States. Historical crises have always taken away our liberties and Mr. Mock is fearful, and rightly so, of additional new precedents.

In the War of Independence minorities enjoyed few privileges. The Sedition laws later were passed to destroy a political party and were responsible for Jefferson's election. To be sure they were repealed, but in the War of 1812 mobs again curtailed the liberties of American citizens and even General Jackson turned censor.

During the Civil War between thirteen and thirty-eight thousand citizens lost their civil liberties. In many cases Army officers, U. S. Marshals, state and local authorities acted to destroy them. Mock notes cases in which the military disregarded civil authorities, and writs of habeas corpus. Secretary of War Stanton, in that period was particularly aggressive in limiting freedom of speech and press. Preachers were subject to restrictions; so were editors, and Stanton even suppressed a song. Lord Lyons, in Washington, wrote to Earl Russell, "The applause with which each successive stretch of power is received by the people is a very alarming symptom to the friends of liberty and law."

The Spanish War saw practically no censorship. But it cropped up again in the Philippines in 1899 and 1900 and even in our Mexican border troubles a decade and a half later.

Early in the World War, the seeds of censorship were sown and flowered rapidly. In Massachusetts, the Governor, through law, became a potential dictator, with the privilege of taking any property for public use. In Delaware, every male between the ages of 18 and 55 could be legally compelled to work. And so it went through the country. Freedom of assembly was denied. One man was lynched at Collinville, Ill. for unconformity of opinion. Others were tarred and feathered. In one Iowa town, legislation was passed which would make it illegal for one's old grandmother, if she came from Germany, to talk to herself in her native tongue.

Censorship was made official. Executive Order No. 1 in April 1917 recommended the creation of a Committee on Public Information, in which the functions of publicity and censorship were joined. The American people were unaware or indifferent to its foundation. Other steps followed—the Espionage Bill, the Sedition Act. Then the Censorship Board was actually set up.

Censorship by the working together of different government departments was achieved, because of the relation

—From "Words That Won the War."

The Censorship Board during World War I and its Staff: (Seated) Captain David W. Todd, Major General Frank McIntyre, Chairman R. L. Maddox, P. Fuller, George Creel. (Standing) Genevieve Chapin, F. B. Hyde, E. R. White.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

of communications to enemy trade. The maintenance of an effective blockade was almost impossible without adequate censorship of the channels of communication.

Every day in the office of the Foreign Press Bureau of the CPI on Madison Avenue 24 years ago, pink slips, abstracts of censored cables would pass my desk. I would read them for background and information in preparing material for the press of other countries. This material was distributed by CPI representatives scattered throughout the world. I had little knowledge then of the far-reaching censorship activities being carried out by the Censorship Board. Today it will be both a revelation and a warning for most Americans to know a Censorship Board with complete powers being carried out on a broad scale was functioning in all the fields of incoming and outgoing communication to the U. S.

A fight soon developed between the Post Office and the other members of the group for authority. There was overlapping and duplication throughout. Over $2,000,000,000 was spent for censorship.

Mr. Mock cites specific cases in which agencies suppressed, deleted, or delayed cables, telegrams, press dispatches, and mail. Navy censorship over the radio and the cables obviously affected freedom of the press. Incoming press cables, except for navy and military information, were not censored here by the British and French. Outgoing press cables were censored, labor dispatches closely watched. References that were thought to be not in the public interest were suppressed. Numerous ways of censoring messages were developed—holding them up and destroying their news value, referring them to higher officials, paraphrasing the contents, or entirely suppressing them.

As for the mails, there the censorship extended to all mail that left the country. Secrecy was so well maintained that few Americans knew anything about it.

In the publishing field, the censorship was carried out with special emphasis on the foreign language press. Economic sanctions were used since the Post Office had the right to exclude mail. Not only were books censored in the Army, but over 100 expurgated books were listed. The sending of certain books from the United States was stopped by the censor. Even movies came under the ban.

Mock feels that the plane on which the official wartime censorship was conducted was as far above the postwar censorship as the 14 points were above the Teapot Dome. He feels that

(*Continued on page* 21)

The Spirit of '76

PROPAGANDA AND THE AMERICAN REVOLUTION. By Philip Davidson. Chapel Hill: University of North Carolina Press. 1941. 476 *pp.* $4.

Reviewed by PETER H. ODEGARD

THE long season of cynicism in our attitude toward propaganda, is happily coming to an end. The essentially sophomoric assumption that all propaganda is necessarily wicked is giving way to a more sensible appraisal of the function of propaganda in society. This new attitude enables us to pick and choose among competing propagandas and also consciously to use this ancient instrument for righteous ends instead of leaving it to be monopolized by the forces of darkness. I know of no better evidence of this mounting intellectual maturity than this excellent book on "Propaganda and the American Revolution."

Propaganda has for centuries been prominent among the devices of diplomacy and it has been of ever increasing importance and effectiveness in war and revolution.

This is made brilliantly evident in Professor Davidson's book. It is especially reassuring now, when there is so much talk of the subtlety and efficiency of Nazi psychological warfare, to learn that our own revolutionary fathers were masters of the science and act of propaganda. At the outset of a small minority gradually they finally transformed an apathetic and somewhat reluctant majority into a united people and launched a great nation upon its dynamic and imperial course.

Their problems were not dissimilar from those which confront nearly every political propagandist—nor were the methods they employed markedly different. They had to justify their own objectives, demonstrate the value of these objectives to the people as a whole, arouse and sustain the will to resist by promoting hatred of the enemy, overcome or neutralize the propaganda of the opposition, and inculcate not only the illusion of victory but a sense of the inevitable triumph of their cause. To accomplish this they had, as must every successful revolutionary propagandist, a fertile soil in which to work. I think it was Harold Laski who said not long ago that even the skilled propagandist "does not influence the multitude unless the grievances for which he demands redress are grievances they profoundly feel."

—From Volume I of "A History of the United States," by James Truslow Adams.

Burning of John Jay in Effigy, as drawn by Darley.

The symbols and slogans which they used carried conviction because they were fortified by facts and events within the experience of nearly every colonist. There was widespread discontent with the Trade and Navigation Acts, the Grenville and Townsend Acts, the Stamp Act, and the innumerable stupidities of a mercantilist policy applied to a colonial economy lush in its readiness for laissez faire. There was the Boston Port Bill, the Quartering Act, and the incredible folly of the Boston Massacre. All of these were grist for the propagandists' mill and they took full advantage of them.

But there was more than economic frustration to give substance to their symbols. There was the tradition of freedom reaching back to Magna Charta, the inalienable rights of Englishmen under the English Constitution, and the rapidly rising sun of eighteenth century liberalism and enlightenment. The propagandists took their ideological weapons from the arsenal of the enemy himself, from the writings of Coke and Blackstone, Bentham and John Locke. The American Revolution is but another illustration of the fact that there is nothing more irresistible than an idea whose time has come.

Every literate American has by now become familiar with the genius of Sam Adams as a walking delegate of revolution. One of the contributions made by Professor Davidson is that, without diminishing the credit due to Adams, he pays tribute to many able propagandists who aided him. Josiah Quincy the younger "could popularize a constitutional argument as well as anyone in the colonies and knew the central fact of crowd psychology—that emotion not reason, determines action." His appeal had all the more force because, together with John

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Adams, he had defended the soldiers accused of the Boston Massacre. Joseph Warren was another of the militant minority who stirred the laggard spirits of the colonists. "He used every position he held for the dissemination of propaganda, and not a committee he served on but became an agency for spreading the ideas of the radical party." It was he who cautioned the infants visiting the scene of their fathers' martyrdom after the Boston massacre to "take heed, lest . . . your feet slide on the stones bespattered with your fathers' brains." Another was James Otis, "whose wild harangues in Boston town meeting did more for the cause among the lower people than did his bitter pamphlets. . . . His speeches against British officials were so inflammatory that mob action was almost inevitable." Joseph Hawley, Stephen Hopkins, William Livingston, William Gordon, Francis Hopkinson, John Trumbull, James Wilson, and Thomas Mifflin are among those less well known as propagandists. Not all their coadjutors were of their intellectual stamp and vigor. Samuel Chase of Maryland did not hesitate to lead a mob to demonstrate against the Stamp Act, Isaac Sears and Alexander McDougall of New York were mob masters with more courage and more integrity than most of their breed. Finally there was Tom Paine perhaps the greatest pamphleteer of his own or any time and certainly a true and perfect knight of freedom.

The machinery and techniques employed to communicate revolutionary symbols among the people are set forth by Davidson in great detail. They included the familiar committees of correspondence, churches, clubs, schools, and colleges, masonic lodges, workingmen's societies, and merchant organizations in nearly every colony and town. Other channels of communication and agitation included the Sons of Liberty, "the finest organization for the dissemination of propaganda among the working classes," the Mechanics Party, the Mohawk River Indians, the Philadelphia Patriotic Society, and many others.

Practically all the forty-two newspapers published in America in 1775 were under Whig control. "Not a single paper prior to 1774 was exclusively an organ of pro-British propaganda, and even after 1774 there were only a few." Their circulation was small by modern standards but their striking power was great and they probably had a greater secondary circulation than most newspapers today. Even more important, however, were the broadsides, pamphlets, and leaflets that were distributed by the thousands.

(*Continued on page 23*)

The Reality of Atrocities

ATROCITY PROPAGANDA 1914-1919. By James Morgan Read. New Haven: Yale University Press. 1941. 288 *pp., with appendices and index.* $3.50.

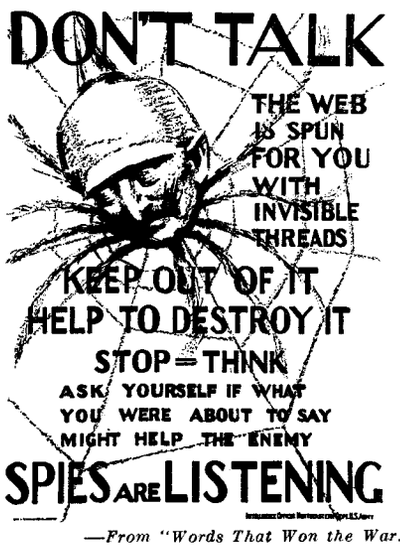
Reviewed by GREGORY ZILBOORG, M.D.

THIS is a well-documented compilation of a great number of the atrocity stories and inciting propaganda gyrations employed by the chief belligerents of the last war. Through the inhospitable mist of the past quarter of a century, and through the din and horror of the Dunkerque, Pearl Harbor, and Singapore of the present-day, this book appears as a very timely document, and yet already as an anachronism. It is timely because we are again in the midst of a war and it is therefore incumbent upon us to take stock of our past mistakes; it is timely because, as the author reminds us in the words of Wordsworth:

> We look
> But at the surface of things; we hear
> Of towns in flames, fields ravaged, young and old
> Driven out in troops to want and nakedness;
> Then grasp our sword and rush upon a cure
> That flatters us, because it asks not thought;
> The deeper malady is better hid:
> The world is poisoned at the heart.

However, the book is already an anachronism, a very instructive one, because the "cure by the sword" no longer flatters us and it does ask thought.

Are we now impressed as we have been with atrocity stories? Yes, the Germans are killing the Jews and the Poles; they are killing in greater numbers and with more sustained cruelty than they were supposed to have in the days when they were trying to subdue Belgium. Yes, the Germans have invaded and destroyed in the past two years many Belgiums, and they have done so more thoroughly and more bloodily than in the exciting days of August and September, 1914. The atrocities perpetrated on some civilians by a few Zeppelin visits over London seem insignificant to the present-day reader—almost childish. The destruction of the Reims Cathedral means less to us now, to us who know that the House of Parliament was severely mutilated, that the Library of Louvain, rebuilt and revived, is now again reduced to ashes. It seems as if these things no longer impress or arouse us.


DON'T TALK
THE WEB IS SPUN FOR YOU WITH INVISIBLE THREADS
KEEP OUT OF IT
HELP TO DESTROY IT
STOP = THINK
ASK YOURSELF IF WHAT YOU WERE ABOUT TO SAY MIGHT HELP THE ENEMY
SPIES ARE LISTENING

—From "Words That Won the War."

A World War I Poster

Men used to write endless testimonial stories about mutilated babies, about women whose breasts were amputated by the ruthless invaders. These stories used to stir the world. Scientists, intellectuals, artists, and writers arose in France, England, and the United States to protest and to invoke eternal vengeance upon the perpetrators of international sadism. We invoked our own racial theories to consider the Germans Huns and the Kaiser the reincarnation of Attila. A few French intellectuals protested against this comparison as dishonoring the poor Huns and Mongolians! Dr. Bérillon, the professor of psychology, was not unsuccessful with his statement that the repulsion people felt for the Germans was justified because of their "stinking race perspiration."

Today this propaganda technique, even if it were not so skillfully exposed by James Morgan Read and so many others, would hardly impress us. Racial theories of any kind are rather repugnant to us. Hitler and his coteries have taken over the patent for this type of propaganda. There are undoubtedly many cases in the prostrate Europe of today which would vie with that of Edith Cavell, but they are hardly known and less discussed. And the truly criminal trial of Blum and Daladier in Riom looks to us like a ludicrous, servile travesty of Justice.

It pays to read and to reread "Atrocity Propaganda" and, through a well-told re-digest of the gruesome stories of manufactured authenticity, to learn how much we ourselves have changed. The author calls our attention to the statement of General (Sir Ian) Hamilton, made in 1923:

> A great deal may be said for war, but '14-'18 has proved to me once for all that war is not, as has been argued, a part of human nature, but that, on the contrary, it must be against human nature. And what

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

has proved me this is, that to make armies go on killing one another it is even more necessary to invent lies than flame-throwers and poison gas. A fiery spirit has to be distilled and served out in drams to make the men die harder.

Do not these words of General Hamilton appear dated? The rubble of London does a better job than the naive lies of yore. We were almost "chivalrous" in those days; guerrillas and franc-tireurs were considered illegal, illegitimate. Today, the guerrillas are a worthy part of our "totality." The sinking of a *Lusitania* aroused the world; the torpedoing of the *Zam-Zam* raised but an infinitesmal diplomatic ripple, for the sinking of tankers and passenger boats and the bombardment of peaceful cities have become a part of our totality war effort. We need no Lord Bryce to investigate and make a report on atrocities. We read about them every day, for they are an integral part of the atrocity propaganda made by modern warfare and life itself.

The idealist will find little consolation in the perusal of J. M. Read's book, for he will learn that the atrocities which proved to be but fairy tales in 1914-1918 are now bigger and better and universal factual truths. The realist will be pleased with the book; he will derive satisfaction from the fact that we now *live* human cruelty and can perhaps combat it the better without having to look back with embarrassment and confess that we had to give full play to our fancy in order to shoot the enemy. The realist will look back and understand the greatest paradox of our times: he will find that our war propaganda is more realistic and rightfully considers the appeasers more responsible for the tragedy of our war than its official perpetrators. Perhaps the future Lloyd George will insist on the trial of the appeasers and not on the trial of Hitler, the future Wilson and Lansing will be satisfied with the victory and let the appeasers repair to the business of woodchopping.

Our psychology has undergone a radical change. In order to be able to fight our enemy we no longer need believe that he is cutting off babies' hands. We need a consciousness of man's dignity, an awareness that work and the right to live are the very substance of our social functioning. Our need to fight has become less primitive and more destructive. It is the awareness that we do not want to be slaves, and not the fear of having our bodies maimed, that is the true motive force and therefore the keynote of our present-day war cry. J. M. Read's book teaches us a better lesson than it tells a good story.

Masterpieces of Propaganda

TWELVE DECISIVE BATTLES OF THE MIND. New York: The Greystone Press. 1942. 280 *pp.* $3.50.

Reviewed by GEORGE CREEL

MR. MUNSON'S story of propaganda from St. Paul to Paul Goebbels is easily the ablest and clearest exposition of a muddled and misunderstood subject that has yet been written. At the very outset he defines the word as "the art and science of controlling the mind of mankind by overwhelming insistence on a point of view," a definition that gives propaganda its high and proper place as a world force. Any lesser goal lets in the mere press agent and the public relations counselor.

For another thing, Mr. Munson avoids the academic, sociological, and oracular in his study, supporting his own theories by twelve propaganda masterpieces, each with the antecedent history and a brilliant analysis. A difficult task, for every race and almost every generation has had its great propagandists, but after sweating thought there is no change that I would make in a list that includes St. Paul, Thomas Paine, the French Revolutionists with their statement of the Rights of Man, the Communist Manifesto of Karl Marx and Friedrich Engels, "Uncle Tom's Cabin," Emile Zola's championship of Dreyfus, the Protocols of the Learned Elders of Zion, Woodrow Wilson's Fourteen Points, Nicolai Lenin, Adolph Hitler, and Benito Mussolini. More could be added, of course, but not one should be taken away.

For all too long a time, propaganda has been associated in the public mind with lies, trickery, deceit, corruption, and the manufacture of hate. Much of it has been of that type and nature for the very obvious reason that the baser emotions are stirred far more easily and quickly than mental processes and nobilities of the spirit. It does not follow, however, that the propagandist must lie and debauch, and not the least value of Mr. Munson's book is that he proves conclusively that the most effective and enduring results are achieved by propaganda that has its base in honor, honesty, and high idealism.

George Creel

After two thousand years, St. Paul's Epistle to the Romans still rings clear and compelling, and will evoke an answer in the hearts of men when Mussolini is remembered only as a strutting absurdity. Woodrow Wilson's dream of a new and nobler world order, when there would be no sound of chariots rushing to war, is as much of a moving force today as when the mothers of Europe lifted their little ones for his blessing.

Any and all propaganda based on lies and that lacks high intent, is bound to fail. Falsehood, slickness, trickery, and appeals to the mud at the bottom of character may succeed for a while, but detection is inevitable and the reaction destructive. Just as the words of St. Paul, Paine, and Wilson are still great clarions, so are the liars, the tricksters, and the hate-mongers discredited.

Already Hitler and Goebbels stand repudiated and despised by the world opinion they sought to sway, and it is much to be doubted if their propaganda could have succeeded in Germany but for the fact that the gospel of the Omnipotent State, the Chosen People, and the Master People had been preached for a full century. Nazi propaganda, basically, is no more than a vulgar parroting of Fichte, Hegel, Clausewitz, Treitschke, and Bernhardi. As for the infamous Protocols of the Learned Elders of Zion, their exposure as forgeries brought about a reaction in favor of the Jews.

It is to be hoped that Mr. Munson's book will be prescribed as compulsory reading for the large and growing armies of propagandists now being assembled by Colonel Donovan and Mr. Rockefeller. It will tell them and teach them that St. Paul, Thomas Paine, Woodrow Wilson, and other great masters avoided a state of perpetual dither by paying no attention whatsoever to what their adversaries were saying or doing. Instead of that, they concentrated on the preparation and presentation of their own case, taking infinite pains to rest it on the hopes, aspirations, and ideals common to all peoples.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Righting the World Wagon

THOUGHTS FOR THE TIMES. By W. Macneile Dixon. New York: Longmans, Green & Co. 1941. 51 *pp.* 75c.

Reviewed by ORDWAY TEAD

DR. DIXON has become favorably known to a wide audience of American readers through the word-of-mouth enthusiasm of those who first encountered his Gifford Lectures entitled "The Human Situation" (1938). The present book represents a lecture delivered at the University of Glasgow late in 1940. In it, his admirers would naturally anticipate a felicitous, persuasive, and appealing comment on the wartime aims of the democracies, embellished by his rare gift for apt quotation. In respect to felicity they will not be disappointed; and the appropriate quotations range widely over European literature. But in this lecture one is bound to say that persuasiveness gives way to stridency. Despite one's eager agreement with the fundamental case presented, one finds a certain intemperateness of language which at times gives the reader a sense that the author is more fearful than confident—he doth protest too much.

It is difficult, and perhaps all but impossible, in times like these, to restrain the emotions of vindictiveness, even when cloaked in the language of "justice." But one hesitates to accept without reservation the notion that all that can or should be done in treating with one's enemies, after their defeat, can be truly characterized as only the dictate of justice. The author makes no effort to distinguish between the enormity of the sin and the correction of the sinner. He fails to ask himself what the psychological conditions are, what the moral climate is, in which justice may be done and, even more important, in which the defeated may concur willingly in an agreement that justice is being done. Justice by whose standards, is the inevitable question raised. Not only does he forget Portia's injunction about mercy seasoning justice, but he appears to forget that, soon or late, for world order to be restored, the hearts of sinners—all sinners—have to be brought to acknowledge that they have sinned and that they wish to be reinstated in the pursuit of righteousness.

Dr. Dixon is full of righteous anger, but were the point of view which he sets forth to dominate completely deliberations at the peace conference, one doubts gravely whether justice could be done or whether the rehabilitation of the Germans into the family of nations could take place short of several generations in point of the right attitudes of mind on either side. The ethics of Confucius, which he invokes, are on this point surely less astute and possessed of less spiritual insight than the ethics of Jesus, which he explicitly repudiates. Surely one can concur in his sense of the inevitability of evil in the world, and of its all too vigorous persistence, without going to the length which he does in prescribing that evil is to be overcome only with justice. "Be not overcome of evil, but overcome evil with good," is still the more influential method.

Admittedly, there is an error of sentimentality into which one can readily fall, and the author points his lesson here in the direction of the pacifists. But admittedly also the overt and necessary employment of violence and destruction is neither a logical nor a spiritual defense for failure to make the basic moral distinction between wrong-doing and the wrong-doer, and between the effort of retribution and the effort at reconciliation and renewed collaboration.

I am afraid that this lecture by its very shrillness of tone will surprise and disappoint those who found "The Human Situation" a volume of such profound spiritual nobility and affirmation.

Putting over the War

MODERN PUBLICITY IN WAR (Modern Publicity 1941). Edited by F. A. Mercer and Grace Lovat Fraser. New York: The Studio Publications. 1941. 128 *pp., with index.* $4.50.

Reviewed by CEDRIC LARSON

"FOOD Will Win the War!" "Fight or Buy Bonds!" "Halt the Hun!"—Each of these and a score of other slogans of the first World War bring to the mind of the American who lived through that struggle vivid recollections of posters by Howard Chandler Christy, Henry Patrick Raleigh, and many other leading artists and illustrators of the day. We are now again living in an era of war-art, war-advertising, and visual appeals of all sorts on behalf of the war effort, the one purpose of which is to bring to all people the facts about the origin, development, and aims of the titanic conflict in which we are engaged. Our country is still in the exploratory stage, so to say, in putting out effective visual publicity which will dramatize the progress of the war. But Great Britain has been busily engaged in this field for almost two-and-a-half years, and this volume deals with the fascinating subject of how the British have mobilized the graphic arts in their epic struggle.

WE ARE NOW IN THIS WAR
We are all in it all the way
Every single man, woman and child is a partner in the most tremendous undertaking of our American history. We must share together the bad news and the good news, the defeats and the victories—the changing fortunes of war.

—Division of Information, OEM.
Modern war publicity stresses force and simplicity.

The hundreds of government posters, advertising lay-outs, camera "shots," display schemes, booklets, leaflets, and colored advertisements, reproduced in this volume, leave little to the imagination in the realm of pictorial or visual publicity which the British have not utilized to the maximum degree of adaptation to war circumstances. A careful and thoughtful turning of the pages of this volume drives home with emphasis how the "all-out" war has permeated every phase of British life. Whether the product sold is soup, tires, concrete, or cloth, some angle of the war is the keynote stressed. Responsible for this ubiquitous advertising of the war are such government agencies as the British Ministry of Information and the Board of Trade. In a nation predominantly industrial, flying the flag of commerce is second only to pushing the war itself.

Americans will find the greatest interest in this book in the 27 pages devoted to "Official Propaganda" which reproduces about one hundred posters, placards, booklets, and official films of the Ministry of Information and other government establishments. With the exception of the Food Campaign and the National Savings Campaign, which were carried on by the Ministry of Food and the National Savings Committee, respectively, the Ministry of Information has acted as the "advertising department" for the various British Ministries for a publicity campaign. Each Ministry passes its special problems to the Ministry of Information, which utilizes the services

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

of various advertising agencies, like the advertising division of a private company. The result is the pooling of special knowledge and resources of three groups of public relations experts, and the production of a streamlined publicity campaign particularly adapted to the psychology involved in the message presented.

The whole story of what Britain is doing in mobilizing the graphic and advertising arts for the war effort, recalls the parallel work of the Creel Committee on Public Information between 1917-19, and that much along the same lines can be done today.

Pursuant to an executive order, the CPI's Advertising Division was instituted on December 18, 1917, under the directorship of William H. Johns of the George Batten Advertising Agency (subsequently president of Batten, Barton, Durstine & Osborn) and president of the American Association of Advertising Agencies. The most dramatic of the publicity campaigns of the World War were devised and executed by this division. They "put across" such campaigns and drives as the Liberty Loans, United War Work Drive, War Savings Stamps, U. S. Shipping Board, Commission on Training Camp Activities, Council of National Defense, Department of Labor, Fuel Administration, Red Cross, Department of Agriculture, and a score of others.

The other Division of the Creel Committee interested in pictorial publicity was headed by the eminent artist Charles Dana Gibson, one of America's most famous illustrators and a steady contributor to *Life* (then the American version of *Punch*), and had on its roster most of the distinguished artists of the day: Herbert Adams, E. H. Blashfield, Ralph Clarkson, Cass Gilbert, Oliver Dennett Grover, Arthur T. Matthews, Joseph Pennell, and Edmond C. Tarbell, to name just a few.

Just what the final solution will be for employing the advertising and graphic arts resources of the nation in this present conflict will still require much careful thought. The Government has announced that there will be no superagency such as the CPI or the present British Ministry of Information to embrace all matters pertaining to public relations in any form.

At present the Office of Facts and Figures in Washington seems to be "calling the shots" on most matters in this general field, such as passing on poster designs, approving speeches of government officials, harmonizing the press releases of the many government public relations bureaus, and the like. Whether or not a more or less decentralized method of handling public relations in wartime is superior to the superagency principle will be for the historian of 25 years hence to decide.

Our Propaganda Machine

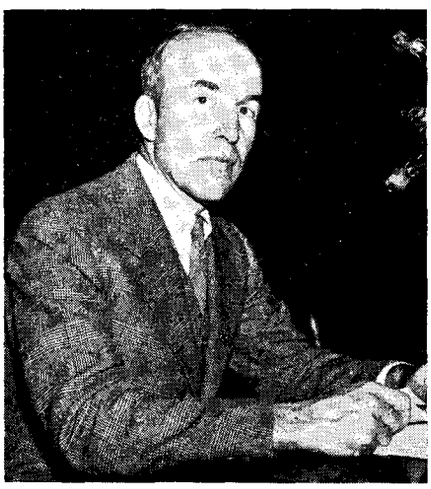
OFFICIAL INFORMATION FOR AMERICA AT WAR. By Cedric Larson. From Print, *a Quarterly Journal of the Graphic Arts. William Edwin Rudge, Publisher, Inc. New York. By subscription, 4 issues for* $5.

Reviewed by DAVID BROWN

THERE are in Washington nearly one thousand persons who fight this war armed only with typewriters. They are the Government's official propagandists, that legion of ex-poets, ex-reporters, and ex-editors who send out—from such euphemistic Federal agencies as OGR, USIS, OEM, and OFF—the facts, figures, and occasionally honeyed statements we read about our defense program.

Cedric Larson's 29-page article is the first over-all picture of our war propaganda structure. Last year, before we were actually at war, it cost the nation $10,000,000. The figure will be somewhat higher for this year. Our present-day wartime agencies make George Creel's 1917 Committee on Public Information look like a one-armed publicity outfit possessed of only a battered typewriter in an old back room.

Mr. Larson confines his article to a rather impartial discussion of the scope, duties, and personnel of the Government's defense information services. Yet his facts raise a multitude of questions. What does Mr. MacLeish's Office of Facts and Figures do which could not be done by either Mr. Mellett's Office of Government Reports or Colonel Donovan's Office of the Coördinator of Information? And why cannot the duties performed by Mr. Rockefeller's Office of the Coördinator of Inter-American Affairs be taken over by any of the three aforementioned offices? Is it necessary for two separate offices to short-wave U. S. propaganda abroad independently of each other? In the face of an imminent paper shortage, need we have such a prodigal production of printed and typewritten material (including comic strips, animated film cartoons, and lavishly-printed booklets), much of which is duplication, some of which is contradictory, and most of which is unessential for the prosecution of the war?



Archibald MacLeish

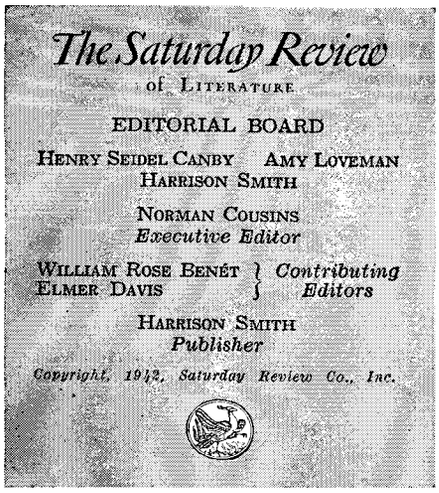
These questions are, for the most part, self-answering. They lead one to wonder whether our $10,000,000 rapid-fire mimeograph machine is as good as Mr. Creel's old Remington, which during the entire course of World War I issued about 6,000 press releases, only three of which were questioned for accuracy.

It is fair, however, to point out that in at least one phase of our present-day propaganda activity we are markedly ahead of 1917. I refer to defense posters, a generous assortment of which illustrates Mr. Larson's article. Enriched by the talents of such pictorial experts as William Phillips, formerly of *Life* and *PM*, and Jean Carlu, formerly art director for the French Ministry of Information, the OEM's Division of Information is putting out a punchy, dynamic poster, one whose appeal rests upon the citizen's love of his homeland rather than the fear, hatred, and "Do-You-Want-This-To-Happen-To-Your-Sister?" appeals of the last war.

Mr. Larson lists our chief war propaganda agencies as follows: Division of Information of the Office of Emergency Management; Press Department of the Office of Civilian Defense; Office of Government Reports; Office of Facts and Figures; Treasury Department Information Division; Office of the Coördinator of Information; Office of the Coördinator of Inter-American Affairs; Bureau of Public Relations of the War Department; Information Service of the Department of Agriculture; Navy Press Department.

Looks as if there ought to be a good deal of "information" and "coördination" kicking around Washington, but, as almost any impartial observer can tell you, there isn't. Mr. Larson's article, which is comprehensive and objective, clearly reveals the need for a *single,* super-public-relations agency, similar to the British Ministry of Information, which would have full and final say as to what the rest of us might say and know.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED



NEEDED: A GRAND STRATEGY

IT is fitting that the *Saturday Review of Literature* should devote an issue to censorship and propaganda. These subjects rightly are embraced by the written word. To be sure, censorship and propaganda apply also to the spoken word—the radio, for instance. But we still regard the written word as the basic means of communication.

Yet words and the ideas they express are potent weapons among the entire populations of the nations in total warfare. They have the force of steel. They may even be stronger than steel. It is useless to send armies against ideas, said Georg Brandes, and ideas need to be clothed in words.

There is another reason (if one be needed), why this magazine should concern itself with these subjects. Many serious students have studied censorship and propaganda, in theory and in practice, and have put the result of their studies into books. There is a considerable literature on censorship and propaganda about which too little is known.

Total warfare has three fronts: military, economic and psychological. In order to achieve total warfare, they must be integrated. It is my thesis that the psychological front—with which censorship and propaganda are so directly concerned—is an agent of integration, which will strengthen the other two fronts, and weld all three into the necessary, effective whole.

In a democracy, progress does not move at an even rate of speed. Some parts of our system move ahead faster than others. There are lags in certain of our activities as compared with others. For instance, it has been said that every war is fought with the weapons of the last war; certainly we are not using the modern weapons of total psychological warfare to fight a modern total war.

This does not mean that we should use brutalitarian totalitarian methods, as practised by our enemies. On the contrary, it means our weapons should reflect in every way the democratic pattern—truth and honesty. They must also have unity and integration.

Max Lerner said recently: "We have had all manner of information agencies set up and yet altogether they do not add up to a bold and affirmative attempt to use democratic persuasion here and abroad as a form of political warfare."

Many of our statesmen are unaware that censorship and propaganda represent two aspects of complex and difficult fields of action. They look upon censorship as something that keeps military information from the enemy—that can be considered by itself alone. Propaganda they regard mainly as the giving out of words. *Verbalism* still holds sway in the minds of many statesmen. All we need to do, they think, is to shut up those words they think are harmful and loose those they think won't do any harm. Words still retain magic. Neither of these premises is true. Censorship is often propaganda. Propaganda of the deed is more potent than words.

Where censorship gauges its deletion only on the basis of military necessity . . . *i.e.,* giving aid or not to the enemy, it does not gauge the effect these deletions may have upon the public. And the public today is as much a part of total warfare as is the military. This type of censorship does not consider the possibility that the harm done by military motivated deletion may be more harmful than the specific objectives which brought the deletion about in the first place.

Censorship should be a function of the broad psychological front concerned with public morale in the widest sense. Today it is only military and leaves the public in the middle.

As to propaganda, a variety of propaganda agencies is at work, only loosely tied together, each calling vague signals to the other—when there should be the grand strategy and the grand approach. Thus the psychological front—which should be as streamlined as tanks and as impregnable—is left in the feeble, unarmed condition, which might have done in the last war, but not in this.

Psychological warfare, to be effective in the U. S., must be broader either than our present military censorship or our scattered efforts at public information. It must be integrated and related to every other part of warfare; must take into consideration the broad strategy of the whole; must not be confined to the point of the censor's pencil, or dissipated through unrelated affirmative acts.

The country should know that diligent students and practitioners are dealing with censorship and propaganda. Two bibliographies—"Propaganda and Promotional Activities," published by the University of Minnesota Press, and "Reference Guide to Public Opinion," published by the Princeton University Press, show the scope and function of this field.

This special number of the *Saturday Review of Literature* tries to evaluate the field, as reflected in recently published books on the subject, and in present day trends in radio, press, motion pictures, management, and other activities. The reader will note some underlying ideas that dominate the thinking of most of these experts—in their respective fields—that there is growing appreciation of its potency and that there is general agreement for a unified effort towards building our psychological ramparts here and abroad. The use of ideas as weapons must go hand in hand with our military planning and economic strategy. The available intellectual resources of the nation should be called upon to further this phase of our national war effort.

EDWARD L. BERNAYS.

The Man Named Legion

By Sara Henderson Hay

THE man named Legion asks for nothing more
Than his own rooftree, and the right to stand
Erect, unthreatened, on a square of land,
His children sturdy and his peace secure.
The world is wide, the generous earth could nourish
All men, and more, and still have room to spare—
So brief a while is his to breathe the air,
So cheap, so simple, all that he would cherish.

Out of such modest stuff his dreams are made—
But being humble, he is set at nought;
Harried, despoiled, most grievously betrayed.
And the pathetic little that he sought
Is held beyond his hope, beyond his touch—
That little, that impossible too much!

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

A Focus for Facts and Figures

PENDLETON HERRING

IS the public phlegm, in the face of national emergency, due to blind inertia or to a salutary lack of hysteria? Is it stupidity or steadiness?

Public attitudes are probably compounded of both elements. Whatever their relative proportions may be, our present propaganda efforts call for examination. Many propagandists, particularly those on the public pay-roll, seem to feel that the answer lies in more propaganda and hence in more public propagandists. This may provide an emotional outlet for their distress but it is not likely to impress the public. Phlegm is one reaction to flim-flam, but why are facts and figures also greeted so often with indifference?

The answer is to be found in the public need for guidance, for a sense of purpose. Mere information does not of itself provide direction. Mankind demands meaning. Bigger headlines and fuller details of battles do not satisfy this deeper need. To bring home to the citizen interpretations of what is happening to the world we have known becomes a public duty. The task is too vast for private means. Yet despite the millions of federal funds spent on public information our efforts thus far have been unrelated. The verbiage has been high; the voltage, low. We have not yet harnessed the great powers we possess although the Office of Facts and Figures has made a start toward the difficult task of coördinating the public relations work of war agencies. The job should be boldly envisaged.

There is talk of the strategy of truth but the public wants more than accurate information. No man ever drew solace from the "World Almanac." Facts and figures in themselves are not enough. Indeed, governmental information services are more important for a democratic government than in a totalitarian state. A dictator can use force and terror as well as propaganda. If he can elicit emotional acceptance of his leadership he need not worry about rational public support. Under popular government the citizen wants a factual basis for his support of those in power but we cannot assume that a miscellany of facts will be pieced together into an accurate estimate of world events.

We need to know where we are going and why and how. The government cannot and should not maintain a monopoly of the answers but it can call attention to the problems to be faced and then provide the pertinent data to be considered. Public information men have a defensible and necessary function in the modern state. Their work is highly useful in peacetime; in war it becomes essential. We cannot assume in the realm of ideas any more than we can in the realm of economics that the operation of natural laws of selection will result in everything working out for the best. Laissez-faire is discredited as a way for attaining national wealth. We still act as though "letting the facts speak for themselves" will bring understanding. There must be an intellectual effort to see the interrelations of separate events. This does not mean that the public must be told what to think or what to do but it does mean that the public officials most advantageously placed for watching world affairs should direct attention to the issues not simply of today but to those deeper problems which find expression in recurrent crises of administrative breakdown and economic distress. It is these questions, not yet upon us but sooner or later to be faced, that we can hope to solve by forethought and understanding. To such ends "propaganda of the problem" is needed.

A democratic government cannot tell its citizens what to think but it can stress the problems that citizens should think about. It can anticipate many of the problems that call for thought and knowledge before these questions become hot political issues. The facts that relate to such problems need to be persistently offered and coherently marshalled.

Equally important is the "propaganda of purpose." Once policies have been determined the data that are necessary to following their full implications must be made available. And if the arts of persuasion will hold men to the purposes to which they are committed, such methods for morale building have their rightful place in total war.

In these terms the skills of propaganda can fulfill a democratic purpose by emphasizing the facts needed for the discussion of impending problems and the facts basic to an intelligent understanding of national purposes. If giving such a focus to the facts and figures issued by the federal government is propaganda, then what we need is more propaganda and less unrelated information. The strategy of truth cannot disregard its own tactical needs.

Your Literary I. Q.

By Howard Collins

LITERATURE'S FAMOUS CLUBS

According to Dr. Johnson, a club was "an assembly of good fellows, meeting under certain conditions." From the brief description given here of these good fellows and the conditions under which they met, can you identify these famous clubs in fiction? Allowing 5 points if you can name the club, and another 5 if you can also name the author who created it, a score of 60 is par, 70 is good, 80 or better is excellent. Answers are on page 23.

1. Bertie Wooster was a member of this London club, whose members were affectionately referred to as Eggs, Beans, and Crumpets.

2. A young man squandering the remains of his fortune in giving away cream tarts introduced Prince Florizel of Bohemia to this unusual society.

3. Sherlock Holmes's brother Mycroft was a founder of this club, whose members were so misanthropic that they never spoke to each other.

4. Florian Slappey was the social leader of this Birmingham, Alabama, religious association.

5. The initiation of Georgie Bassett into this secret society was followed by catastrophic consequences to the members and dissolution of the organization.

6. Chocolate cake and cider were always the refreshments at the monthly meeting of this club of booksellers, whose host was Roger Mifflin.

7. Montgomery Brewster was a prominent member of this club, whose membership was made up of heirs of wealthy tycoons.

8. Mr. Ephraim Tutt was the directing genius of this lodge.

9. Terry Randall proved to have more integrity than any other member of this club of aspiring actresses who lived together in a New York boarding house.

10. Tracy Tupman, Augustus Snodgrass, and Nathaniel Winkle were subordinate members of this society, whose purpose was to investigate the sources of the Hampstead ponds.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Movies with A Message

WALTER WANGER

EVERY nation at war seeks to instill in its people two things: unity of purpose and strength of purpose. It seeks general accord as to the objectives of the war and as to the methods used in the conduct of the war. It seeks sufficient strength of purpose to endure with fortitude and understanding reverses and sacrifices necessary to the winning of the ultimate victory.

We in the field of mass communications—press, radio, and motion pictures—are seriously concerned with bringing about this ideal public state of mind. But we must be careful to differentiate between the problem as it is faced by the rulers of a totalitarian state and the problem as it exists in a democracy.

For the dictators, the problem is relatively simple, not merely because they have complete control of the media of communication but for a more basic reason. The dictators have previously accomplished three things: they have made a social pariah of individual or critical opinion; they have established themselves as the accepted fountainhead of faith and wisdom; and they have eliminated outside sources of information and opinion. Given these conditions, the dictators have only to marshal such psychological devices and emotional appeals as are needed to produce mass responses of desired characteristics and intensity.

In a democracy, the task of bringing about the unity and strength of purpose which we call "morale" requires an entirely different approach and an entirely different type of genius. Here we seek to inform the citizen so thoroughly as to produce the greatest possible understanding and sympathy for the objectives and methods of the war. We proceed on the principle enunciated by Thomas Jefferson that if the electorate is adequately aware of the facts, it can pretty well be trusted to reach a fairly sound conclusion of its own.

Motion pictures can play a vital role in this effort. On the front line, of course, are the newsreels bringing the country a vivid picture of the progress of the war. Here intelligent editing and presentation can give the public a continuing picture of events not only newsworthy but significant from the standpoint of the national welfare.

Supplementing the newsreels are the educational films—shorts and full length pictures—which comprise everything from the simple instructional short to the documentary film which provides a lesson in current history.

But the burning question relates to the content of the powerful Hollywood output of feature pictures. Shall they be "entertainment" or shall they carry a message? And what proportion shall there be of each?

The answer cannot be stated like a prescription or formula. Hollywood's movie-makers must attune themselves with the utmost sensitivity to the state of the public mind and must guide themselves accordingly. Entertainment—escape from the hard reality of war—there must be, if only as a rest for war-worn nerves. But to match the intensities of a war period, entertainment pictures must be hearty, robust, strengthening.

On the serious side, Hollywood cannot be expected to manufacture-to-order a given quota of pictures which will build morale and provide a realistic appreciation of the problems confronting the nation. These pictures, to be sure, are essential, but they must come from the deep springs of artistic experience. We must look to the country's artists and creators, its novelists and playwrights, its great producers, directors, and actors. In this war emergency, the country looks to its artists as never before for truth, insight, and the synthesis of human experience.

As for censorship—any American gladly yields to a censorship of information that may give aid or comfort to the enemy. But the process of weeding out of pictures those elements which make for confusion, disunity, or misunderstanding is one in which every movie-maker must participate. If a picture be based on truth and artistic honesty, it is doubtful whether more than a few objectionable elements will have to be removed.

Finally, the movie-maker must be constantly aware that his creation is an ambassador from this country to many parts of the world. It must be a good ambassador. It must not offend those who are America's friends and allies; it must not present a false interpretation of life in this country.

There are in the motion picture industry producers so eager for the maximum box office return that they profess to see a conflict between a picture which is profitable and one which is artistically and politically sound. Let those who are incapable of producing great pictures leave the field to the artists. But let them not condemn every important effort as "propaganda!" The public has repeatedly demonstrated that it will pay well for great pictures.

Hollywood has frequently been attacked for pandering to vulgar tastes in order to make a profit. The war has brought Hollywood its opportunity to hurl back the charge. Hollywood is amply capable of meeting the challenge of the war. If it does so, it will never again need to fear for its security.

A scene from "The Mortal Storm," one of the leading anti-Nazi films.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Propaganda and the Play

BERNARD SOBEL

FROM its beginning as a primitive art the drama has always been a medium for propaganda. And the efficiency of this medium increased as civilization developed through two important technical innovations: the use of dialogue by either Egyptian priests or the Greek actor-dramatist, Thespis, and the subsequent addition of a second character by Aeschylus.

Centuries later, the medieval Church, recognizing that the stage could be more impressive than the pulpit, set about presenting its sermons in dramatic form, first as dialogues, then as Mystery, Miracle, and Morality plays.

Not long after, Shakespeare demonstrated the concrete force of special pleading in Marc Antony's speech in "Julius Caesar" with its varied emphasis on the recurrent words, "These are honorable men." Then Ibsen, continuing the demonstration, gave it immediate significance by making stage propaganda a direct instrument for social and political reform.

The results of this procedure were sensational and far-reaching, for his thesis plays, "Ghosts" and "A Doll's House," helped break down century-old prejudices concerning the rights and status of woman and also changed the public attitude toward social diseases.

After the First World War, drama on the continent concentrated largely on political propaganda. Germany spread its totalitarian principles by means of the National Socialist Theatre and Italy did the same by way of a theatre that was sponsored openly by the Minister of Propaganda. Russia, more skillful, organized theatrical storm troops or "flying brigades" which were built on a military pattern and which gave performances at railway stations and clubs, a campaign which inspired the Workers Theatre and helped spread the new ideology throughout the entire nation.

These chronological examples of outstanding achievements in dramaturgy are illustrative of the nature and duality of propaganda in the theatre. It can function for or against any party. Its purposes are as varied as there are causes to defend, wrongs to be righted, and theories to be advanced. Through enforcing a special point of view, it can inspire or debase, stimulate or stultify, encourage or undermine. But to be effective propaganda must, of course, be clear and convincing. It must be a natural outgrowth of the story. It must rise to the heights of its chosen subject.

The presentation of propaganda in the modern theatre is ingenious, imaginative, and continuously varied, even to the inclusion of cinema and radio. It augments the force of special pleading through such combined media as the actor's personal appeal, costume make-up, scenery, music, and effects. The darkened auditorium helps to dominate the audience mind while footlights and spotlight produce simultaneously a kind of hypnotic concentration which induces the audience to succumb to the presented idea.

But no matter how impressive this presentation, plays with a purpose don't succeed unless they are entertaining. For representative playgoers want to be amused; and when they are not amused they walk out and tell others to stay away.

Thus, dramatists who hope to succeed as propagandists also, must learn first to be skilled craftsmen. Comparatively few, however, have measured up to this requirement. The preceding statement applies to the history of the theatre as a whole and takes on new significance in connection with the native theatre during the last year or two. For in spite of the fact that the American people were really hungry for timely propaganda and eager to give it a challenging welcome, the response of the dramatists was lamentably weak.

"Candle in the Wind," for instance, by Maxwell Anderson and "The Land Is Bright," by George S. Kaufman and Edna Ferber, dealt with palpitant subjects like Anti-Fascism, the New Deal, and Democracy, but they failed because of technical weakness: bad motivation, weakness of thematic analyses, involved plot, and inability to make the propaganda indigenous to the story.

Similar technical deficiencies limited the runs of "The Wookey," by Frederick Hazlitt Brennan, and "Flight to the West," by Elmer Rice. In the case of the Rice play the comment was made that the author's "propaganda only rose above the level of anti-Fascist commentary" and that "in presenting his special plea he indulged in a little demagoguery himself."

"The Wookey" had an excellent idea, to show that the little man of England was at the front when in his own cottage. But this moving idea was obscured by stage devices, cliches, theatricalism, and extraneous discussion.

"In Time to Come," by Howard Koch and John Huston, was artistic in conception. But the thesis was so confused

—Courtesy, The New Yorker.

Robert E. Sherwood: His propaganda worked.

that the audience did not know whether to encourage or ignore the peace ideals of the chief protagonist. For, as Brooks Atkinson pointed out, "idealistic resolves are hard to maintain in the rancor and moral depression that set in after fighting has been concluded."

Among the total failures for the season were "Brother Cain," by Michael Kallesser and Richard Norcross, "The Man with Blonde Hair," by Norman Krasna, and "Anne of England," by Ethel Borden and Mary Cass Canfield. These pieces endeavored to correct social wrongs, attack Fascism, and enforce democratic ideals, but they were all so badly written that they lasted for only a few performances.

In the case of "Brother Cain," Louis Kronenberger succinctly remarked, "Once again the proletarian theatre must bear the brunt of well-meaning incompetence," while Ralph Warner, of the *Daily Worker*, last stronghold for propaganda, cried out: "I would rather have seen a play about nothing."

However, the fact that an entertaining well-written propaganda play can succeed was proved by the long run of Lillian Hellman's "Watch on the Rhine" and Robert Sherwood's holdover, "There Shall Be No Night." Both works, in spite of any individual technical weaknesses are primarily interesting, well-constructed, rich in character studies and lifelike dialogue, and skillful in making excellent propaganda an intrinsic part of the play.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The Three "S's"

W. M. RAMSEY

ON December 8 last, a little after lunch time, a man stood calmly in a hall in Washington, D. C. and spoke in measured terms of the quality of freedom. With that alchemy for which they were particularly designed, a battery of microphones picked up his words, converted them into electricity, and sent them into the air. Citizens in more than twenty million homes sat with their representatives in the Halls of Congress listening to those words. How many more millions in Canada, in Mexico, in the other four continents of the world listened as Democracy drew its sword can only be guessed.

Within the radio industry there was some casual comment on the size of Mr. Roosevelt's audience. Outside, in the homes of Mr. and Mrs. Set Owner, the miracle was taken for granted. And in that hour I think that Radio, precocious infant, long in adolescence, suddenly came of age. To Showmanship and Salesmanship was added another and more important "S"—Social Utility.

It is noteworthy in glancing over the field of radio literature that recognition of the third "S" has been a steadily growing factor in recent years. Especially rich in that respect were 1941 and the early part of 1942. Of the crop, here are a random few suggested for your reading pleasure. Some of them have already been reviewed in these pages.

Of more than usual interest are six studies reported in a volume titled simply "Radio Research, 1941." Edited by Frank Stanton, Research Director for the Columbia Broadcasting System and Dr. Paul Lazarsfeld, Director of Columbia University's Office of Radio Research, the book presents six research projects completed under the direction of the latter organization. The reader will find particularly interesting the section on the Control of Rural Opinion and Action via Radio by William S. Robinson. The book is written in the approved, scientifically spartan prose style of research reporting, but the journey from point to point is not unpleasant because the points in themselves are so interesting.

Another fine contribution from the field of radio research is "Invasion from Mars," by H. Cantril and Associates. For a peek into the ingredients of mass panic this study of the Orson Welles broadcast and the reasons for its strange effect will pay dividends on the reading time.

In these days when home radios are more often than not equipped with short wave receivers, "Radio Goes to War," by Charles J. Rolo, is especially significant. The author, a former analyst and translator at the Princeton Listening Center where it was his job to study some ten million words of broadcast propaganda, seems fully aware of the vital importance of radio as a weapon of offensive warfare. If you aren't convinced this present conflict is a matching of psychologies you will be when you put Mr. Rolo's book down. Of particular melodramatic interest is the chapter on the secret "Freedom" stations broadcasting illicitly within the Reich but you'll want to linger longest with the portions outlining the shortwave activities of the United States, radio's contribution to the Good Neighbor policy, and our counter-propaganda efforts. Intelligently planned, "Radio Goes to War" is written with a nicely restrained dramatic style, its pages studded with facts apparently well documented.

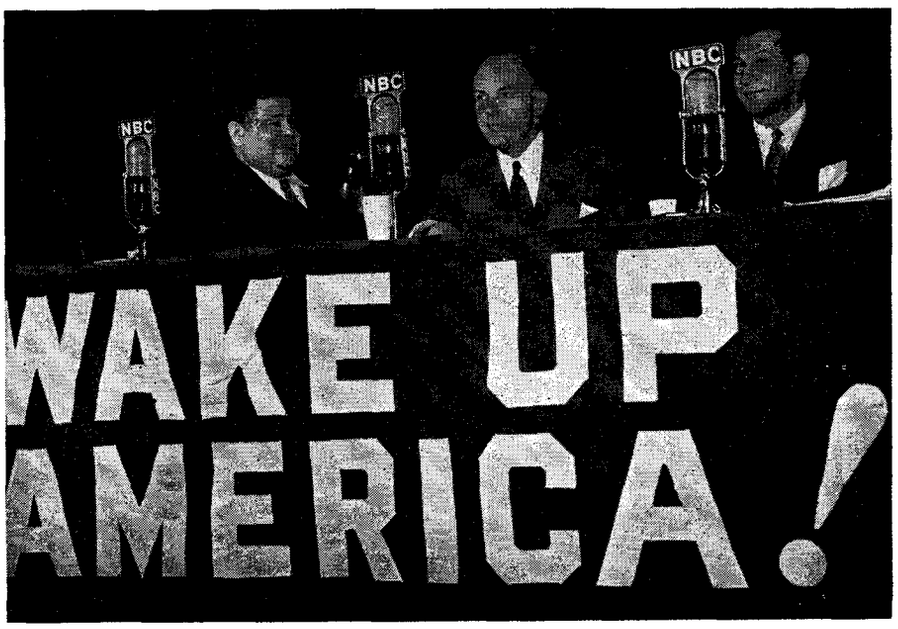
One of the most unique series ever to be issued on either side of the Atlantic was born about a year ago when a staff member of the BBC set a microphone down in front of a sailor in a Liverpool cafe and said casually, "Now then, Frank, when you're ready, tell me that story again." On fifteen different occasions "Frank" looked at the microphone a few inches away from his lips and without a note, absolutely unrehearsed, simply talked of his experiences as a member of Britain's Merchant Navy. Without prompting or cueing of any sort he told in his own words things he remembered . . . the sinking of his ship—which, incidentally, cost him his leg; a dive bombing attack at sea; a man 43 days in an open boat. And as "Frank" talked, the mechanism of a BBC mobile recording unit sealed his voice in wax which, when played back over the air, brought to the British Nation a tale of such high courage and steadfast patriotism that it gained national recognition in a land where the citizens go up on the roof to get a better look at the falling bombs.

"My Name Is Frank" is a written transcription of the broadcasts. Raw as a knife gash, this little 96 page book is a record of one of radio's most human contributions.

To date, radio plays have not had a wide market when published, partly, it is to be imagined, because they tend to lose effectiveness when read instead of heard. The connoisseur, however, will be delighted to know that there is available this month a new book by radio's young genius, Norman Corwin. Titled, "Thirteen by Corwin," it contains not only such old favorites as "They Fly Through the Air" and "The Plot to Overthrow Christmas," but such new works as "The Odyssey of Runion Jones" and "Soliloquy to Balance the Budget."

Other good pieces of radio literature made their appearance in 1941—many others it would be a difficult job to read them all. In lieu thereof may I suggest the click of your switch that will bring over your loudspeaker the current chapter of the great twenty-two year old biography of that strange offspring of the theatre world and the sales manual called Radio Broadcasting. And when you click that switch, look at your radio with respect. It's grown up now; something new has been added.

Something called "S".



NBC radio forum in action.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

"Some books, like the City of London, fare the better for being burned."—TOM BROWN

Guns, babies, books

AT A TIME like this, the literate American owes a double duty to keep on with the reading of books of essential information: a duty to himself, and to the state. Lord Brougham said: "Education makes a people easy to lead, but difficult to drive; easy to govern, but impossible to enslave." The way of life which we have fashioned for ourselves here in America, and which we are now fighting with all our might to preserve, is embodied principally in the great books which each generation has produced. In them our democracy has been defined, expanded, perfected, made clear to each succeeding generation.

Such books are our charters of liberty; they are also the tools whereby every individual can increase his comprehension of the world and his usefulness to the community.

We are not, here, speaking primarily of books intended for use in schools and colleges. We hope that the demands of war will not make a non-essential of scholarship, for a blackout of education would cheat us of one of the objects of our struggle. We are, rather, referring to the individual who recognizes that education does not stop with graduation from a college but must continue throughout all of life. There is an understandable tendency to cut down on all reading not directly related to the war effort; but neither the alarms of headlines nor the physical necessity of war duties should be permitted to prevent any of us from continuing, so far as possible, his or her program of informative reading.

FARRAR & RINEHART are publishing a good many books solely designed for relaxation, for we believe that a good detective story or a tale of adventure is a distinct form of therapy in unraveling taut wartime nerves. We are also bringing out a number of highly important titles with specific bearing on civilian defense and on our total war effort.*

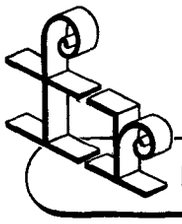
But in the larger sense Farrar & Rinehart propose to carry on so far as paper and printing restrictions will allow, the notable program of publication of works in all fields, which it began with its very first list. It is a matter of satisfaction to us, for example, that our current catalogue names as books "In Continuing Demand" some of the Farrar & Rinehart publications of the past twelve years which have become standard in their fields—such books as Bartlett's *Infants and Children* and Heaton's *Modern Motherhood*; A. Curtis Wilgus' *The Development of Hispanic America*; Jung's *The Integration of the Personality*; and many more.

The series of small volumes under the heading "American Government in Action" which commenced with Herring's *Presidential Leadership*, and which are designed to increase the average person's knowledge of his government, is being continued and augmented with the addition of such names as those of T. V. Smith, Walton Hamilton, and Charles Beard.

WE ARE PROUD that in a variety of ways, in a dozen fields, books bearing our imprint have contributed in small degree or great, to the cultural enrichment of this generation: the great works of Ricardo Guiraldes and Jose Hernandez, besides those contemporary South American authors whose works are being published in the Latin-American Prize Novel Contest; the notable anthologies of Jewish literature edited by Leo W. Schwarz; the books of Kirby Page and Henry James Forman which renew for modern readers the meaning of religious living.

Above all, we have made it our concern to keep forever fresh for modern Americans the background against which our nation grew, the "meaning" of America. Who can define that meaning more eloquently or movingly than can Archibald MacLeish or Stephen Vincent Benét? A score of novelists—Hervey Allen, Carl Carmer, Clyde Brion Davis, Elizabeth Page,—to name only a few—have clothed pages of history in exciting fiction. And especially through the series "The Rivers of America" (which now numbers fifteen titles, with four more scheduled for this year) have the humor, the struggles, the hardships, the cooperative enterprise of earlier Americans been made forever a source of inspiration as well as enjoyment.

Some of these books were issued by Farrar & Rinehart's College Department, whose scope and activities are growing yearly. Most of them, however, are intended for that anonymous individual, the general reader. He, and his thousands of fellows, are the backlog of America in these war years. How well he uses his reading time will determine largely what the rest of America thinks when the war is over.



A catalogue of spring and summer publications will be sent upon request.

FARRAR & RINEHART, 232 MADISON AVE., N. Y.

*CIVILIAN DEFENSE OF THE UNITED STATES, by Colonel R. Ernest Dupuy, G.S.C., and Lieutenant Hodding Carter, F.A.; PROTECTIVE CONCEALMENT, by Major Peter Rodyenko; THE AXIS GRAND STRATEGY, compiled under the direction of the Committee for National Morale; THE NAZI UNDERGROUND IN SOUTH AMERICA, by Hugo Fernandez Artucio; THE IMPACT OF WAR, by Pendleton Herring.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

They Pointed the Way

BURNET HERSHEY

SOME years ago, the late Dr. John H. Finley defined a newspaper correspondent as a "historian in the present tense—a man who records and interprets history at the moment of its making."

Dr. Finley was, of course, speaking of a time—shortly after the last war—when American newspaper correspondents were still garbed in the raiment of romance and glamor of the Richard Harding Davises and the Floyd Gibbonses. The good doctor hardly suspected then, that within a few years, he would be witnessing an exciting metamorphosis both in the character of the foreign correspondent and the quality of his work.

Heywood Broun always used to complain that cable tolls played hob with all the stylists, and that the authors among the newspapermen would have small chance to do their stuff until later years in some book of memoirs.

Westbrook Pegler, that eminently talented sneerer—as late as 1936 was still sneering at what he called the "camel corps phase" of foreign correspondence and rejoiced in the passing from the scene of the barfly genre of overseas writer who had never learned the difference between romance and reality.

An appraisal of the bang-bang stories which appeared in many of the foreign correspondents' books of that early post-war era, can be capsuled thus: the boys were more to be pitied than censored.

The tide turned with George Seldes's "You Can't Print That," in which a young and fearless muckraker pilloried the dragon of European censorship. Even in that book, Seldes was insisting that foreign journalism still breathed a spirit of romance. Nevertheless, it was a contribution of greater value than some of the personal-history type of memoirs which followed it in great torrents.

As Europe came under the blight of the dictators, the correspondent became a target of compulsion and pressure and the "character" of the overseas reporter which Dr. Finley spoke of, really began to emerge.

Even the rapacious American appetite for facts and our capacity for devouring "inside stories" has since been unable to keep pace with the flow of memoirs, autobiographies, exposes, adventures, reminiscences, and other authoritative books on world affairs by newspapermen. The United States and its people, served abroad by representatives of a free press at home, became better informed on world events than did any other citizenry anywhere.

Now that we have censorship, and nearly all our foreign correspondents are back home or imprisoned by our enemies, we can begin to evaluate the contribution these newspapermen have made to our National Defense.

Four years ago H. V. Kaltenborn, giving his blow-by-blow analysis of the Munich betrayal, mapped out the present course of events in all their broad implications. Unfortunately, the time of year was just before the intercollegiate football season. Mr. Kaltenborn's broadcasts filled an emotional gap, but were quickly forgotten in the excitement over which teams would be asked to play the Rose Bowl game. But the printed record is still available.

Available also, long before Munich, were predictions of things to come, which now have been fulfilled, although they might have been prevented. In 1934, when hardly anyone knew Hitler's real name was Schickelgruber, a young Scots-German journalist, Johannes Steele, pictured Hitler as the German Frankenstein who would destroy civilization, unless civilization first destroyed Hitler.

By 1935, conscientious news-gatherers began to point at Germany with steadily increased alarm, by means of books, and radio, and daily news-dispatches. Edgar Ansel Mowrer, of the *Chicago Daily News* Foreign Service, contributed "Germany Turns Back the Clock" and "The Dragon Wakes," indicating precisely the Hitler trend toward medieval feudalism. Wythe Williams, in "Dusk of Empire," wrote: "The danger of civilization being thrown back into what we call the Dark Ages appears most probable." That was in 1936.

Then came books like Webb Miller's "I Found No Peace," Miles Vaughn's "Covering the Far East," John T. Whitaker's "And Fear Came," Frederic W. Wile's "News Is Where You Find It."

Still the Chancelleries concerned themselves with protocol and "cookie-pushing." Still the men and women in the streets sought escape from any thought of this not-quite-yet inevitable disaster.

Information was available. It poured out from every radio, every newspress, and every publishing establishment. Books by the scores began to appear. Until 1938, censorship was enforced only in Germany, Italy, Japan, and Russia. The rest of the world could be reported on, right from the spot, and there were plenty of reporters on each spot.

Today, of course, the whole round earth is under censorship, the civilized and savage world alike. But in the United States and Britain there is no lack of information. The accumulated library is still at our disposal, and it contains the whole pattern of the war.

Not battle by battle, of course, but the entire background and strategy on which each battle will be fought. Robert Aura Smith, Hector Bywater, Carl Crow, and Jimmy Young are guides to Japanese war tactics. Political Japan, with its seeds of economic self-destruction, can be learned from the books of Linton Wells, A. Morgan Young, Hallett Abend, Upton Close, Wilfred Fleisher, Edgar Snow, and only yesterday came Carl Randau and Leane Zugsmith's "Setting Sun of Empire."

Such books contain the facts by which Japan's defeat can be assured. All the national strengths and weak-

H. V. Kaltenborn (left), and Edgar Ansel Mowrer, two of the many reporters who sounded the alarm as soon as A. Hitler appropriated the German state.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

nesses, industrial, economic, and psychological can be studied as the basis for our own grand strategy. Most of them have been, and are being, studied very carefully by our naval and military and economic staffs. And as a result, the responsible heads of the armed services have issued warnings not to expect an easy victory. The reason is very simple. While nearly all observers point out the ease with which we can win the last battle, there is the fact that the Japanese regard each battle as the last and try to win, while we wait for that final victory.

In some measure the same is true of the almost innumerable volumes on the Nazi and Fascist domination of Europe. Our eventual triumph is so clearly inevitable that instead of bringing it to pass, we spend irreplaceable days and weeks sympathizing over the plight of those whom we will—of course—eventually rescue.

The danger in complete un-censorship is that many readers will overlook the solider books of information in a superficial attempt to establish personal intellectual or moral superiority over the disturbers of world-peace. This comfortable sense of snobbishness makes it unnecessary for the possessor to take any active steps, and by so much, hinders national military effort.

Not many of the books on Germany, France, Scandinavia, the Succession States, the Balkans, and Iberia fall into that superficial category. If anything general can be said truthfully, the most encouraging fact about correspondent's memoirs of the past decade is the almost universal high level of literary talent and sense of history that they maintain.

Some of them, of course, have had expert assistance in the final version. Jan Valtin's books are generally conceded to have been blue-pencilled either by Eugene Lyons or Isaac Don Levine. But a surprising number are authentic personal documents. Leland Stowe, Pierre van Paassen, Wallace Deuel, William L. Shirer, Walter Duranty, Thomas Reveille, and literally scores of others have put down their own thoughts on what they have seen with their own eyes.

These men and women know the road we have to travel, because they have seen others start out on this same road and fall victims to the bandits that infest it. In the most literal and practical meaning of the word, these authors have written for us guide books; each covering a portion of our path. If we do not want to lose our way we need to know something about each of these sections. And if we should lose our way it is certain that within the span of human comprehension no such guide books will be written—ever again.

"We're backing them up"

Marching right along with the armed forces of this country are thousands of telephone workers.

They work side by side with the Army and Navy. Wherever the need is communications, you are likely to find telephone men and their trucks and materials.

Day and night the order is for speed and more speed.

They wear no uniforms, these telephone workers, but men in uniform know how much they are putting into the Nation's biggest job. They see it first-hand and they know it is first-rate.

BELL TELEPHONE SYSTEM

• "THE TELEPHONE HOUR" IS BROADCAST EVERY MONDAY EVENING OVER THE N. B. C. RED NETWORK

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Democratic Counter-Propaganda

POLITICAL PROPAGANDA. By Frederick C. Bartlett. Cambridge, England: University Press. 1940. 158 *pp.* $1.25.

Reviewed by GORDON W. ALLPORT

SOMETHING suggesting a mass-conversion has occurred among American intellectuals. They have discarded their conviction that political propaganda is of necessity a thing of evil. In and of itself, they now say, political propaganda is neither good nor bad, right nor wrong; it is bad or good, wrong or right depending on the way it is employed. Until recently prominent exponents of this view—I am thinking of Mr. Bernays and Mr. Creel—have been roundly abused. But the relentless logic of psychological warfare has won them converts. One and the same lesson is spread before us all: Nazi mind-raids *do* succeed unless vigorously combatted.

Professor Bartlett, who is the mainstay of both experimental and social psychology at Cambridge University, sets forth the psychological reasons why sturdy democratic counter-propaganda is a vital necessity. He takes pains, however, to explain the differences that mark off the short-run strategies of the Nazi publicist from the long-run strategies appropriate to the democratic propagandist. The basis of all successful dictator propaganda, he holds, lies in the transmission of "the passionate idea"; whereas the basis of all effective propaganda in a democracy is "reliable news service." The ding-dong of Goebbels, keyed to Hitler's notorious dictum that the forgetfulness of the masses is great; the arbitrary suppression of news and distortion of historical and scientific fact; the leering racism, and jack-in-the-box surprises; all these devices show how the dictator propagandist arrogates to himself a superiority which he flatly and finally denies tc others. Such contempt for common intelligence, Bartlett predicts, will lead to the ultimate collapse of the campaign, "for he who despises and under-rates human intelligence will himself, with greater certainty year by year, be despised."

This reasoning, so far as it goes, is comforting and correct. Bartlett himself does not stop at this point, but we note (with due apprehension) that prominent authorities in charge of Washington's numerous information services have expressed themselves content with this logic. "Propaganda," they say in effect, "is a nasty business. We shall have none of it, but shall rely wholly upon the release of impeccable news." Unfortunately such a view lags far behind the modern position which, I repeat, has become established by the relentless course of psychological warfare.

Factual news, even in a democracy, is perforce selected. Nor does it interpret itself. Even in a world of fact, sentiment and value predominate. Indeed sentiment and value are the hardest of all facts with which the newsgiver has to deal. Let no one think that facts, figures, and objective reports constitute the whole of the psychological process of communication. When we Americans insist that we do not wish to become "propageese," we are stating a sentiment which, by feeding us facts and figures, the newsgiver himself exploits. A passion for logic and fact is, after all, a passion.

To train themselves, propagandists (or, if Washington prefers, "coördinators of information") should practise flexibility in their approaches. As Bartlett suggests they should set themselves the exercise of turning the same subject into copy for a scientific article, for a serious magazine, for a popular newspaper, for a public speech, for radio script. Skillful writing does not endanger democracy.

Once he has fixed firmly and forever his democratic code of ethics, the adroit publicist need have no propaganda-phobia. With clear conscience he may employ the psychological rules which Bartlett presents. I know of no author who sets forth these rules more clearly or more adequately.

At the present moment, in America, the situation seems to be that our private propagandists for democracy (radio, cinema, press) are doing a brave work, but our official propagandists seem to be fearful of their own profession. Decisive action and coördination are both lacking. Time may improve the situation. Bartlett thinks it will, for he recalls the Allies' experience in the First World War:

> Genuine coördination between different Government departments is one of the most difficult things for a democracy to achieve. During the war of 1914-18 it took two or three years of acrimonious dispute and hard experiment before the departments which planned policy, those which carried it out, and those whose job it was to justify the policy and its execution in the eyes of the world, and to prepare for further developments, arrived at even a rather uneasy coördination.

How long will it take our own propagandists in Washington to learn to pull together and to pull ahead? To cite one example of the urgent need: Goebbels has recently threatened the whole German nation with a fate worse than Hitler should the armies of "freedom" win. Just what, may we ask, have our own official propagandists said to the German people in reply?

A most impressive feature of Bartlett's book is the fact that, though written in the heat of warfare, it presents a remarkably balanced, literate, comprehensive statement of the psychology of propaganda. The author states the rules of propaganda, but does not put them into practice. Nor does he give helpful illustrations of his points. Again that unexplained riddle is raised: why is it that even the most clear-headed of social scientists are seldom the men who make successful applications of their own science?

TRY THIS NEW MONTHLY STOREHOUSE OF CHOICE READING

All this in ONE Issue

A cross-section of

AMBROSE BIERCE'S *The Devil's Dictionary*

ANN ELIZA YOUNG'S *My Marriage with Brigham Young*

ROBERT BURNS
THOMAS H. HUXLEY
VOLTAIRE
SHERWOOD ANDERSON
RING LARDNER
FRANCIS BACON
ROBERT BURTON
FRANK H. VIZETELLY
WALT WHITMAN
CHARLES DICKENS
H. L. MENCKEN
KATHERINE MANSFIELD
DALLAS LORE SHARP
BERNAL DIAZ
JONATHAN SWIFT
...and Others

Slightly sophisticated...nothing synopsized or condensed ...here's reading at it's BEST!

IN THE MAGAZINE *Encore* FOR MARCH

If your newsdealer is sold out, send 25¢ to ENCORE, 77 River St., Hoboken, N.J.

AT NEWSSTANDS 25¢

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Propaganda for Democracy

DEMOCRACY THROUGH PUBLIC OPINION. By Harold D. Lasswell-George Banta. Wisconsin: 1941. 176 *pp.* $1.50.

Reviewed by RUTH BENEDICT

DR. LASSWELL'S new book is an important discussion by an important social scientist. It blinks no discouraging facts but it is full of confidence in America's future. Dr. Lasswell believes that it is feasible to trust a social order to the will of the people and that in this machine age which depends on skills more than any other age ever has democracy is a long-run requirement of our skill society. He believes that democracy can be made to work. But he has seen in most of the capitals of the world how signally it has failed. In the judgment of country after country democracy has been identified with futile talk. As one cosmopolitan European whom he quotes, said of parliamentary discussion: "Cobwebs, old man, cobwebs. They make an attic of your brain. Parliament is the attic of the nation." Well, then, Dr. Lasswell says, Democracy needs a new way to talk.

For, as he insists, the distinguishing mark of democracy is the degree to which, as compared with all other social forms, it depends on expression of public opinion. Democracy ceases when it forbids free discussion and interferes with public opinion's registering itself in important decisions and social procedures. Democracy cannot do without "talk." But it can face its fundamental dependence on it and recognize that it has responsibilities in the matter of public opinion no less than in the matter of politics and schools and economic arrangements.

One of these responsibilities, Dr. Lasswell recognizes, has to do with propaganda. He defines propaganda simply as an act of intention and he does not believe that acts of intention should be suppressed in a democracy. An act can be suppressed if it is incitement and constitutes "a clear and present danger"; it can be suppressed if it is treason. But no communication can be suppressed because it is intentional. Public opinion always concerns debatable matters, and one of his proposals is that all partisan write-ups be accompanied by Instant Replies. He would have all public prints and radio programs bound to carry these answers, responsibility for which would be vested in eminent non-partisan citizens chosen for the purpose. He recognizes the difficulties involved but believes they could be worked out.

Whether his Instant Reply Plan would or would not be practical and in the public interest, his strictures on what he calls America's propaganda neurosis are well worth attention. The American public, he says, has become so conscious of the manipulation of news and symbols that it has stopped short with this preliminary question of "who said what?" So far, so good, unless suspicion paralyzes the public mind and the upshot of the whole matter is "Why believe anybody? Why think at all?" When this attitude is prevalent it is wholly destructive. It is the attitude which greets every pronouncement with "Ah ha! Propaganda." This is only a negative achievement. The end which such sophistication must serve if it is to make for any healthy and effective public opinion is a decision about the truth or falsity of the pronouncement—which is not a mere matter of the source it emanated from. A nation where public opinion is not satisfied till it answers the question "Is it true? Is it in the public interest?" must have citizens with the self-assurance that comes from knowing how to think about what they see and hear. They must respect their own ability to use their minds. They must respect themselves. And this does not come about automatically. To have a healthy public opinion in a democracy is a basic requirement that its citizens have security on respected jobs. A democracy must recognize that it has this responsibility if public opinion is not to be diseased. It must respect the capacity of its citizens to contribute to the common life. Only so can anti-democratic propaganda be nullified.

A democracy must shape conditions so that healthy public opinion is possible, but this public opinion must also be able to register in public decisions. Citizens must understand events but they must also believe they can influence them. The lines of communication between public opinion and, for instance, the State Department must be kept open. It is a vast order, but Dr. Lasswell is not pessimistic. He argues that America, almost alone among the continents, can meet modern conditions without giving up the rule of the majority. His analysis of what it will take is challenging reading.

100,000 SLANG TERMS

—and what we did about 'em!

(Turn to page 28)

America

IN A WORLD AT WAR

★ This series of short accounts of current international topics, written by expert historians, economists, lawyers, and scientists, is of vital interest to every American who is trying to make up his mind about the problems of today.

"I find the series AMERICA IN A WORLD AT WAR a very useful set of pamphlets."
—Luther Gulick, Institute of Public Administration

"The whole series has been a tremendous help to us."
—Henriette Malkiel, OEM, Co-ordinator of Inter-American Affairs

AMERICA FACES JAPAN

By William C. Johnstone. This well-known authority on the Far East clarifies the picture of America's recent relations with her present enemy.

OUR ALLIES: THE NETHERLANDS EAST INDIES

By J. Anton de Haas. A short analysis of the richest colonies in the world and their importance to the economic life of the United States.

BUILDING OUR FENCES IN LATIN AMERICA

By J. Anton de Haas. A discussion of the economic and political weapons still available to the United States in its effort to combat the Nazi influence in this hemisphere.

ANY 12 PAMPHLETS $1.

Subscribe for $2. for the next 25; $3. for the next 39, including your choice of those now issued.

AN AMERICAN LOOKS AT THE BRITISH EMPIRE (James Truslow Adams)
WAR FOR POWER (L. M. Gelber and R. K. Gooch)
GERMAN GEOPOLITICS (H. W. Weigert)
THE FAITH OF AN AMERICAN (Walter Millis)
HITLER'S SPEECHES AND THE U.S. (Gordon W. Prange)
GERMANY THEN AND NOW (Alonzo E. Taylor)
AIRCRAFT PRODUCTION AND NATIONAL DEFENSE (T. P. Wright)
GERMAN YOUTH AND THE NAZI DREAM (E. Y. Hartshorne)
FOOD OR FREEDOM: THE VITAL BLOCKADE (William Agar)
HITLER'S CONQUEST OF AMERICA (William S. Schlamm)

Write for description of complete series

OXFORD UNIVERSITY PRESS
114 Fifth Avenue, New York

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

How Workers Feel

MANAGEMENT AND MORALE. By F. J. Roethlisberger. Cambridge: Harvard University Press. 1941. 194 *pp. and* XXII. $2.

Reviewed by MORRIS S. VITELES

THE basic assumption of "Management and Morale," as stated in the Foreword by Elton Mayo, is that there has been a progressive deterioration in the capacity of men to work together. Throughout the world, "the capacity for spontaneous effective coöperation with other people has disappeared." Industry, in particular, has drifted into what "the historians call *stasis*—a disintegration of the community into an infinity of mutually hostile sections."

While historical perspective may be distorted in this sweeping generalization, it is nevertheless true that American industry faces a major practical problem in furthering the development of attitudes which lead workers to cooperate fully in keeping the organization working smoothly. It is common knowledge that wages and diversified wage incentive plans have not brought about this result. Conversely, there is growing skepticism with the belief that the wage question is at the root of labor difficulties. There is increasing recognition that workers' demands for increased wages may represent merely a way of expressing fundamental dissatisfaction with the failure of the industrial organization to satisfy the desire for social approval and recognition, for security, for self-expression, and other deepseated wants.

Roethlisberger performs a useful service in again calling attention to this situation, and in restating, for laymen, the viewpoint that effective collaboration in industry can only be achieved by a better understanding of the feelings and sentiments of workers as developed and expressed in the social situation existing in the modern industrial plant.

Such collaboration can no longer be left to chance. Serious effort must be made to uncover the true character of workers' sentiments; to cut through the barrier of "words" and other hindrances and to learn exactly how workers feel and why they feel as they do. In particular, attention must be given to attitudes arising out of group relationships, since the worker never operates alone, but is in constant association with other workers who constitute a social group bound together by codes of behavior and customs which define the attitudes of the workers to one another, to their supervisors, and to the company as a whole.

These conclusions are derived, in the main, from observations in an experimental relay-assembly room at the Hawthorne Works of the Western Electric Company, supplemented by extended interviews with workers in the plant. This approach led to a new conception of leadership, which percolated to the higher ranks of supervision and to the executives, who found that one of their functions as supervisors and managers was to become better acquainted with the sentiments of their employees and with the nature of that social structure, or system of sentiments, called "the company." Supervisors learned that it was very important for them to understand their own social structure, which defined the limits and degree of collaboration. They discovered that when they listened to the complaints of their employees they were hearing the creakings and groanings of their own social structure.

The chief purpose of "Management and Morale" is to impress upon business executives and others the fact that "morale," in its everyday manifestations, is essentially a "dynamic relation of equilibrium between individuals and the organization they serve." This can only be maintained by diagnosing possible sources of interference; locating sore spots; liquidating human tensions and strains among individuals and groups; helping people to orient themselves to their work groups; spotting blockages in the channels of communication—in other words, by considering individual feelings and sentiments in relation to the "total situation."

To readers familiar with the series of publications on the modern industrial scene by Elton Mayo, T. N. Whitehead, Roethlisberger, and their associates, the thesis and contents of this book will not be new. As in these earlier publications, enthusiasm for the "total situation" leads to an underestimation of the basic significance of economic stresses and of specific factors which interfere with collaboration in the industrial plant. Nevertheless, the volume contains ideas, stated in more or less popular terms, which will be of interest to a wide variety of readers. For the social psychologist there are penetrating observations concerning human behavior in the social milieu.

To the economic theorist "Management and Morale" presents a strong case for the enlargement of present economic theory to include the social as well as economic organization of modern industry. To the student of industrial relations a point of view is presented which merits serious consideration in clarifying the sources of grievance between labor and management. In addition, "Management and Morale" brings to the business executive suggestions for the maintenance of morale which can be effectively practised in stimulating the will-to-work-together.

The American Foundation for the Blind announces that with their current issues, two of its publications, *Outlook for the Blind* and *The Teachers Forum,* will merge and appear as one magazine. Miss Lucy A. Goldthwaite, formerly Librarian of the Department for the Blind of the New York Public Library, is the managing editor of the joint publication.

How Will India Fight? All-Out With Us? Indifferently? What Is Her Strength?

THE ONLY BOOK WHICH TELLS THE WHOLE STORY

"My India, My America fits India and her problem into the present world picture so expertly and honestly that the whole situation of the Far East becomes amazingly clear. Shridharani cannot be too highly praised for what he has accomplished in this book. His descriptions are memorable; his portraits of Gandhi, Nehru, Patel, Bose, and others are concise and dramatic; his thinking is straight, deep and persuasive. . . . The book is a 'must'."
—*New York Herald Tribune*

"It is essentially a book of information for the general public about the present conditions, problems, personalities and progress in a country of which our knowledge is far from commensurate with its importance in the present and future of world history."—*N. Y. Times*

MY INDIA, MY AMERICA

By Krishnalal Shridharani

$3.75 DUELL, SLOAN & PEARCE, INC., N. Y.

In the MARCH issue of

Poetry: *A Magazine of Verse*

St.-J. Perse: "Exil"
(A new long poem in French)

Archibald MacLeish:
An Essay on St.-J. Perse

Stephen Spender: "The Fates"

$3.00 a year

5 Months' Trial Subscription, $1

232 East Erie St., Dept. 5, Chicago, Illinois

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

THE LIMITS OF CENSORSHIP

(*Continued from page 5*)

Creel handled his great powers with great restraint.

It is frightening to think how dangerously someone else might have done the job and how little that eternal vigilance which is supposed to be the price of liberty was exercised either before the various orders and laws on censorship were passed or after they were invoked.

Certainly there is need for articulate groups in the U. S. exerting themselves to make the American people aware of their own needs, to act as the Paul Reveres whenever civil liberties are threatened. Mock's book should become a rallying point for those concerned in preserving their American heritage.

The experience of the Censorship Board in the last war censorship has these points to offer for today.

1. That the activity in the field be centralized, not decentralized; put in the hands of a man zealous for democracy, who is at the same time an organizer. The organization of censorship and the personnel haphazardly and badly selected in the last war might have done great harm if George Creel had not been the liberal he was.

2. That the actual work be carried on not by the Post Office or its personnel, but by drawing on qualified men for the job who can use judgment, who have background and ability in the field of ideas and selectivity. Mock shows the Post Office was bureaucratic in its functioning in the last war and after the war.

3. That the public be taken into confidence on censorship activities. In the last war few of us knew what was going on in the field. The public must be aware of censorship if it is to be completely lifted when the need for it is over.

These should be useful safeguards.

Need for Propaganda

WORDS WIN WARS. By John Hargrave. London: Wells Gardner, Darton & Co. 1940. 218 *pp.* 8s6d.

Reviewed by GORHAM MUNSON

IN the author's words, the thesis of "Words Win Wars" is: "In modern war, not to use propaganda is treason. Not to use it skilfully is to court disaster. This war began on a forlorn, a woebegone note." Hargrave proceeds to concentrate on the weaknesses of the Chamberlain government's propaganda, illuminating his specific criticisms by brilliant statements of the general working principles of aggressive propaganda. For example, when emphasizing the dreary, unimaginative character of the British Ministry of Information, he observes that propaganda could be defined as "the truth in masquerade." It is in the costuming of truth, he feels, that democratic propagandists have been undaring and unskilful. This is quite a different thing from the gangsterism of the word practised by Goebbels.

In certain parts "Words Win Wars" is dated. It appeared before Churchill put vigor into England's word-warfare, but the book's practical observations on the art of propaganda are well worth collecting in a School for Propagandists anthology.

A copy of one of the world's rarest books, the "Polycraticus," a medieval treatise on politics by John of Salisbury, has been presented to the New Houghton Library of Rare Books and Manuscripts at Harvard University as a gift from the people of Britain.

Reveals Today's Invisible Warfare!

RADIO GOES TO WAR

By Charles J. Rolo

"Excellent . . . the first and most complete volume on the whole aspect of propaganda in the air."

—A. A. Schechter, Director NBC News Room, in The Saturday Review.

$2.75

G. P. PUTNAM'S SONS
2 West 45th Street, New York

"It reads like nothing since Rabelais" —TIME

(Turn to page 28)

ATROCITY PROPAGANDA, 1914-1919

James Morgan Read

"Completely skeptical as we have become, we now have to have the facts. And here they are in ATROCITY PROPAGANDA, a painstaking analysis of the propaganda of the last world war, which surveys not only the techniques of propaganda but checks with a wealth of source material the truth of the alleged atrocities.... Of particular interest in our present bewildered state."—*Book-of-the-Month Club News.* $3.50

WAR PROPAGANDA AND THE UNITED STATES

Harold Lavine and James Wechsler

This is one of the few books which deal with propaganda during the present war.

"The details given here are not generally familiar, and, even if they were, there has been no such cool and critical analysis of their surface meanings, on the one hand, and their implications on the other. We stand in need of all the cool and critical analysis we can get at this time."—Ralph Thompson in the *New York Times. Illustrated.* $2.75

MOBILIZING FOR CHAOS

The Story of the New Propaganda

O. W. Riegel

Unsensationally, but with devastating facts, documentation, and logic, Mr. Riegel tells of modern methods of corrupting news to control public opinion.

"A triumph of the higher reporting."—Will Irwin in the *Saturday Review of Literature.* $2.50

THE EDUCATIONAL PHILOSOPHY OF NATIONAL SOCIALISM

George Frederick Kneller

"It is an unusually competent and much needed contribution to an understanding of the issues involved in this world conflict."—Harwood L. Childs in the *American Political Science Review.* $3.50

On sale at all bookstores

YALE UNIVERSITY PRESS
New Haven, Conn.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Publicity for Social Work

BASIL BEYEA

IN the early days, publicity for so-called "organized charity" consisted of saccharine appeals to be well-to-do. In the twentieth century, even after professional social work had come of age, the sob appeal continued to flourish alone. But though the new "Professionals" looked upon social problems as symptoms of deeper social illnesses rooted in environment, economics, and the human personality itself, they made little effort to communicate their findings to the public.

With World War 1, the Community Chest, a direct descendant of the War Chest, undertook to combine the previously scattered money-raising efforts in one community into a single yearly campaign to solicit contributions. They reached the man of average, as well as of large, income.

The result was that once a year, during the campaign, people with publicity experience both in and out of social work combined their special techniques. Gradually the methods of commercial advertising and promotion supplanted the early appeal to the heart-strings. In 1921 there was organized the Committee on Publicity Methods in Social Work. A national clearing house of information for the exchange of ideas in the field, it issued a regular bulletin, and special "how-to-do-it" bulletins.

Today the news bulletin exists as a printed magazine called *Channels*. The special bulletins have been supplanted by radio and films. The Committee, now known as the Social Work Publicity Council, Inc., serves the same function as before.

In 1928 "Publicity for Social Work," by Evart G. and Mary Swain Routzahn, was published by the Russell Sage Foundation. Although now out of print, it remains the standard reference book on the use of publicity techniques in the social work and public health fields.

When, during the depression of 1929, the government itself became a social agency, there arose a new need—to educate taxpayers, through the publication of statistics and tabulated surveys. Thus social work publicists became aware that the head—equal in importance with the heart—could be appealed to successfully, not once a year only, but all year round.

In this critical time social work publicity is faced with a new task. This war is being waged not only against the fascist nations, but against the social conditions which make fascism possible. Our concern today is for the democratic ideal, which means the welfare of individuals, whether they are Okies, factory, white collar, or farm workers; regardless of race; regardless of religions. That concern always has been part of social work's philosophy. It is the job of social work publicity as efficiently as possible to help the public see, understand, and act on the responsibilities of democracy.

A stolen tank of nitrous oxide was the first fantastic link in the murder chain

Death Is My Name

by

Susan Wells

Author of "Murder Is Not Enough"

The story of a hapless guest who never came to dinner, of an eerie voyage with death at the cabin door, and of Tony and Echo Ware, who put the final touches on a strange and tangled case at a lonely Pacific cottage. $2.00

at your bookstore SCRIBNER'S

The Criminal Record

The Saturday Review's Guide to Detective Fiction

Title and Author	*Crime, Place, and Sleuth*	*Summing Up*	*Verdict*
A BODY IN THE LIBRARY *Agatha Christie* (Dodd, Mead: $2.)	Unknown corpse in library of dignified English country house puzzles police. Miss Marple's "specialized knowledge" clears the air.	Quiet little spinster who knows great deal about human nature uses feminine intuition and common sense to solve double slaying.	Standard brand
THE UNCONSCIOUS WITNESS *R. Austin Freeman* (Dodd, Mead: $2.)	Clever scheme of English murderer defeated by the unforeseen, the unforeseeable—and by Dr. Thorndyke.	Triumphant deduction; vast amount of interesting data about disguises and their penetration; bang-up puzzle.	For connoisseurs
THE APPREHENSIVE DOG *H. C. Bailey* (Crime Club: $2.)	Fatal slugging of girl on English hillside indirectly implicates local gentry. Reginald Fortune arrives opportunely.	Two strange murders and couple of attempts tax Reggie's wits but he comes through, tardily, with colors flying.	A—
THE MIGHTY BLOCKHEAD *Frank Gruber* (Farrar & Rinehart: $2.)	Discovery of body in their trunk starts Cragg and Fletcher hunting for who put it there—with astounding results.	Book ballyhooers find new way to sell their stock, spoil some rural Egyptians, and meet excitement throughout.	Rip-roarin'
THE LITTLE DOG BARKED *Anne Rowe* (Morrow: $2.)	Personable young dramatist encounters nest of hateful people at summer theatre and two murders occur. Insp. Pettengill does the detecting.	Down-east characters well handled, also assorted actors, authors, etc. Pettengills' unobtrusive and canny deducing pleases.	Good
THE UNFORTUNATE MURDERER *Richard Hull* (Julian Messner: $2.)	Subtly administered poison starts string of crimes in British war-work plant. Scotland Yarder and check-up man share sleuthing honors.	Carefully constructed, painstakingly worked out. Some of early technicalities rather confusing but action speeds up as story progresses.	Competently done
THE BOTTLE WITH THE GREEN WAX SEAL *Harry Stephen Keeler* (Dutton: $2.50)	Gaudy goings on in Manhattan and on flood threatened island in mid-Western river.	Adjusts one more facet of Keelerian cosmogony, and carries the story one step further.	Oh my!

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

THE SPIRIT OF '76

(*Continued from page 6*)

Of these Tom Paine's "Common Sense" and Dickinson's "Letters from a Pennsylvania Farmer" are outstanding. Reprints of speeches and sermons were common.

The revolutionary propagandists labored under difficulties unknown to their contemporary prototypes. Transportation was primitive and slow at best. There were no radios, no moving pictures, no billboards, and the task of moulding and mobilizing the public opinion of widely scattered colonies and communities was a man-sized undertaking. But if the revolutionary fathers lacked skywriting and Donald Duck movies—they had the always effective parades, celebrations, mass meetings, demonstrations, songs, poems, plays, public addresses, and pulpit oratory and they used them all. Liberty Trees or Poles, cartoons, posters, and transparencies helped to give graphic representation to ideas. John Dickinson's "American Liberty Song" became immensely popular with its jingling rhyme of

> Come join hand in hand, brave Americans all,
> And rouse your bold hearts at fair Liberty's call. . . .

Nor was propaganda of the deed overlooked as the Boston Tea Party, innumerable hangings in effigy, and other activities for the release of muscular energy testify.

Most of the media open to the revolutionary leaders were closed to the Tories. "The Tory appeal," says Davidson, "was a written appeal; the dearth of oral dramatic, and pictorial suggestions is striking." Most effective of all for the loyalists were the sermons by Tory ministers, mainly Anglican and Presbyterian. Nevertheless the author does well to devote nearly a hundred pages to "Tory Counter Attack."

One of the striking things about the propaganda of the American Revolution is the timeless quality of much that has come down to us. "A spark of fire inflames a compact building, a spark of spirit will as soon enkindle a united people," wrote Josiah Quincy in 1773. It is as true today as then. Five years before, in 1768, he had written "By the sweat of our brow, we earn the little we possess; from nature, we derive the rights of man. . . . Shall we, dare we, pusillanimously, surrender our birthrights? . . . Answer me, thou coward! who hidest thyself in the hour of trial!"

There is a good deal more in this book that will repay reading in these troublous times. I commend it especially to those pseudo-realists who still believe that propaganda of all kinds is but a devil's brew from which no good can come. I commend it also to those who have forgotten that "in the beginning was the Word," and that words in the mouths of men of good will, faith, and courage can, even now, move mountains.

ANSWERS TO LITERARY QUIZ

1. The Drones, in many stories by P. G. Wodehouse.
2. The Suicide Club, in "New Arabian Nights," by Robert Louis Stevenson.
3. The Diogenes Club, in "The Greek Interpreter" and other stories by A. Conan Doyle.
4. The Sons and Daughters of I Will Arise and the Over-the-River Burying Society, in many stories by Octavus Roy Cohen.
5. The In-Or-In (Innapenent Order of Infadelaty), in "Penrod and Sam," Booth Tarkington.
6. The Corn Cob Club, in "The Haunted Bookshop," by Christopher Morley.
7. The Little Sons of the Rich, in "Brewster's Millions," by George Barr McCutcheon.
8. The Sacred Camels of King Menelik, in many stories by Arthur Train.
9. The Footlights Club, in "Stage Door," by Edna Ferber and George S. Kaufman.
10. The Pickwick Club, in "Pickwick Papers," by Charles Dickens.

Travels and adventures in the world of print...

BOOKMAN'S HOLIDAY

By VINCENT STARRETT

Author of BOOKS ALIVE

VINCENT STAR
From CHINESE DETECTIVE STORIES to an INQUIRY INTO THE SOURCES OF MOTHER GOOSE
An Incurable Book collector pursues his private satisfactions

➡ "He follows book trails because nothing else is such fun; it would be hard to find a book that would be more fun than this for people of the same mind."
—HERALD TRIBUNE BOOKS

➡ "He is that rara avis—a bookman, the polished product of a pre-blitz world when literature could be a dignified avocation instead of a branch of the victory effort . . . Anecdotal, entertaining, readable."
—STERLING NORTH

$3.00, A RANDOM HOUSE BOOK

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Youth Looks Ahead

THE GENERAL REPORT OF THE AMERICAN YOUTH COMMISSION OF THE AMERICAN COUNCIL ON EDUCATION. Washington: American Council on Education. 1942. 290 *pp.* $2.50.

Reviewed by LOUISE MORLEY

TODAY young people do not face the economic problems which confronted their predecessors in the thirties and which resulted in their sense of frustration. But while representatives of the rising generation graduate from schools into defense jobs or into the army, more young people come forward with the prospect of reaching maturity at the end of the war. The report of the American Youth Commission, drawing effectively and exhaustively on the experience of the past, offers excellent suggestions for planning to meet this period. It demonstrates conclusively that unless plans are made, dissatisfaction with a social system that does not provide the young with an opportunity to adjust to maturity, gain a livelihood, and marry may arise to help us lose another peace.

The problem of employment for youth involves economic and social questions which affect every citizen. "Youth and the Future" offers suggestions for achieving "full employment" through a concerted and voluntary effort on the part of industry, labor, consumers organizations, and agriculture. Industrial expansion is considered the key to the problem and might be accomplished by such an effort. To quote the report: "For most young people, true freedom will never exist until we establish conditions which will maintain an abundance of available employment opportunity in a world at peace."

If the operation of free enterprise cannot provide employment for all, government public works are essential. For young people a program of work sponsored by the government has educational advantages as well. It provides actual work experience at an important psychological moment in their lives. The educational system cannot give the kind of job training offered by federally sponsored programs like NYA and CCC.

To meet the needs of youth, solutions must be found to pressing problems in the fields of education, health, and training for citizenship. There must be planning in communities, in States, and in the nation. Dorothy Canfield Fisher's conclusion stresses the need of "meaning for life." Leisure time activities should provide proper outlets for understanding of the meaning of democracy and freedom. Consideration of all these questions is included in this extensive survey.

The only possible criticism which the younger reader might make is that only brief mention is made of the potentialities of self-initiated responsibility on the part of youth for the solution of their own problems.

In its entirety, however, the report demonstrates careful and thorough research. The representative character of the Commission, which includes people from many walks of life, proves the value of their thesis that by cooperative effort America can and will solve the problems of youth and the future.

Louise Morley is Secretary of the International Student Service.

"Tell you what—let's *us* issue a communiqué—just for the hell of it!"

A new

SLANGOPEDIA

that has the stuff!

(Turn to page 28)

THE LITERARY PULSE . . .

Next Week:

JOHN STEINBECK'S
"The Moon Is Down"

THE SATURDAY REVIEW of LITERATURE

25 West 45th Street, New York City

Please enter my subscription and send me a bill for:

☐ 1 YEAR—$4.00 ☐ 2 YEARS—$7.00

$1 Additional for Pan America or Abroad.

NAME_____

ADDRESS_____

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

Reading the News

HOW TO UNDERSTAND CURRENT EVENTS. By Leon Whipple. New York: Harper & Brothers. 1942. 241 *pp.* $2.50.

Reviewed by STANLEY WALKER

MR. WHIPPLE, who for twenty years has been teaching journalism at New York University, here sets for himself the task of writing "a guide to an appraisal of the news." This is precisely the sort of task that a thoroughly well meaning pedagogue would set for himself, and the result is precisely what might be expected—pedestrian, didactic, honest, and dull. He talks down to his customers, preaches a good deal in a cautious way, and deserves the 1942 Prize for Belaboring the Obvious.

The Professor starts out with such stuff as this:

> To live to the full we must know our times. To understand our own private adventure of living we must understand the world we live in. Our lot has been cast in great and tragic years. Our times are miraculous in achievement, noble, sad, mysterious, revolutionary with change. We are lucky to be alive.

What sort of talk is that? And at the end he permits himself this final message: "No, there is no climax. The pageant goes on. The great stage has revolved a new scene before us. The curtain goes up—on Tomorrow."

Sandwiched in between that startling beginning and that astonishing end is a vast amount of material dealing with such matters as "What is a current event?" and how to evaluate a public man, the "tools" of newsgathering and the importance of the camera, "How to read the newspapers" and "The news behind the news." He lays down many rules—rules that doubtless are sensible enough but which would never occur to anyone except a professional graph-maker, trend-analyzer, or teacher of journalism. What he is trying to do is to tell people how to read newspapers intelligently, to differentiate the true from the false. He succeeds within limits, but the performance, more's the pity, is incredibly dreary.

Then there is the question: Is there a large body of Americans who do not know how to read newspapers, and who can be taught by such a primer as this? Perhaps so, but grave doubts persist. Professor Whipple says he has "no cause or program to advocate save that of the search for truth," and yet toward the end he cannot resist blowing the uplifter's trumpet in a call-to-arms chapter entitled "Make Up Your Mind—Act!" In this passage he advises citizens to scrutinize movements and leaders carefully, to weigh pros and cons, and to pick out what seems right. That's what he says. This may be a good book (it has its points and it certainly isn't evil propaganda) but it seems primarily a handbook for dolts. If our population of dolts is large enough, and if a reasonable number of them read this book, and if they can understand it, and if they are not dead of boredom by the time they finish, then Professor Whipple will not have striven in vain.

SOLUTION OF LAST WEEK'S DOUBLE-CROSTIC (No. 414)

B. DE VOTO:

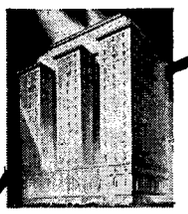
*GRAMMARIAN'S FUNERAL**

Be clear, . . . simple, . . . graceful, and let who will be right. The man who must put on spats before he can talk with a friend is goofy. Good writing is especially the use of words which have the emotional overtone proper to the context.

*In *SRL* Oct. 9, 1937, reply to Wilson Follett's *On Doing without Grammar.*

AT YOUR Elbow

At The Roosevelt everything that makes New York so interesting is right at your elbow. Step off your train at Grand Central, follow the private passageway direct to the Roosevelt, enjoy friendlier service . . . cheerful, spacious rooms...delicious food ...and a restful atmosphere that have endeared The Roosevelt to its guests year after year. Attractive rooms with bath from $4.50.



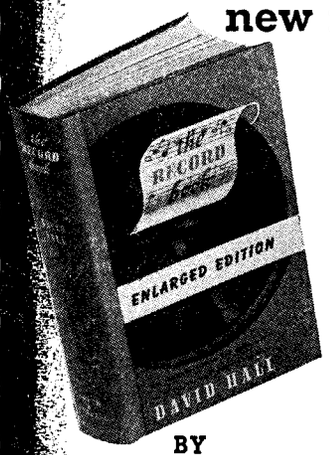
GUY LOMBARDO and his Royal Canadians in the ROOSEVELT GRILL
Nightly except Sundays

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
BERNAM G. HINES, *Managing Director*

"A valuable and unique work of its kind."
—*Deems Taylor*

THE Record Book

now has 150 new pages . . . lists and evaluates over 1000 new records...has over 900 pages in all



BY David Hall

THIS complete, authoritative guide to recorded music is essential to everyone who enjoys music, owns a phonograph, or buys records. Describes and compares the physical quality of over 7000 records—including the cream of the 1941 crop—evaluating the artist's interpretation from the standpoint of an impartial music critic. $3.75

Bring your first edition up to date with

THE RECORD BOOK SUPPLEMENT Lists and evaluates all the important records released during the past year in the same order as THE RECORD BOOK. $1.00

SMITH & DURRELL, INC.
25 W. 45 St., N.Y.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

PERSONALS

ADVERTISEMENTS will be accepted in this column for things wanted or unwanted; personal services to let or required; literary or publishing offers not easily classified elsewhere; miscellaneous items appealing to a select and intelligent clientèle; jobs wanted, houses or camps for rent, tutoring, traveling companions, ideas for sale; communications of a decorous nature, expressions of opinion (limited to fifty lines). All advertisements must be consonant with the purpose and character of The Saturday Review. Ads of a strictly personal nature are limited to an exchange of correspondence, thus also enabling an exchange of reference. Rates: 10 cents per word including signature. Count two additional words for Box and Number. Payment in full must be received ten days in advance of publication. Address Personal Dept., Saturday Review, 25 West 45th Street, New York City.

YOUNG MAN, Jewish, varied interests, invites correspondence. Box 788-E.

WANTED—unfurnished house in Vermont from May 1st. Send full description and terms. Photos if possible. Box 789-E.

WOMAN WANTING DESK all her own, semi-private office, call MUrray Hill 2-0253. Reasonable.

AVOID BOMBS BY RENTING in village, 400 miles inland, well furnished year-round seven-room home on lovely Lake Chautauqua's shores. Near Jamestown, New York and Chautauqua Institution. All modern conveniences. Ideal for retired couple, composer, writer, family. $50 monthly. Box 790-E.

ROVING LADY SECRETARY-ACCOUNTANT, available for work at your home or office. Hourly or Daily basis. Box 791-E.

HELP! SMALL TOWN teacher seeks mental stimulation via correspondence. Who'll come to her rescue. Box 792-E.

"GREEN SHADOWS INN," Lyme, Connecticut. Open all year.

IF YOU ARE A MAN who, likes the SRL, detective stories, Harlem dancing, the sea at night, a hard day's work, you have much in common with the woman-author of this ad, and should enjoy corresponding. Box 797-E.

SUMMER TEACHING, tutoring, literary or clerical work wanted by University English instructor, woman (28). Publications, Phi Beta Kappa. Box 798-E.

IF YOU'RE A MATURE MALE, love outdoors, possess deep regard for aesthetic in sound and form, and a sense of humor—you'll find an eager eye and an answering pen for your letters. Box 793-E.

Private DVR, Fort Monmouth, writes: "Your suggestion in the Personals of February 14th to correspond with soldiers meets with my hearty approval. As one soldier who craves an intellectual change, the opportunity to start a sight-unseen correspondence intrigues me. Anyone reading the SRL would make an excellent correspondent . . . "
P.S.—Personals cost only ten cents per word . . .

AS YOU ARE, so you write. Detailed handwriting analysis, $1.00. Elsie Briggs, Box 777-E.

PARENTS AND OTHERS with a school problem will find the "School & Colleges" Section of the current issue of Harpers Magazine a real help. Our School Bureau will gladly aid you to locate that school or college you seek. Address School Bureau, Harpers Magazine, 49 E. 33rd St., New York City.

It's terrific! It's colossal! It's

SUPERGLOB-SLOPSCIOUS!

(Turn to page 28)

PERSONALS

ENGINEER would like an explanation of what this is all about, including Spengler. Box 794-E.

DILETTANTISH CAREERGIRL convalescing would welcome correspondence. Box 795-E.

NEW YORK BOUND? Nor sound of Juggernaut nor flickering electric day, to trouble your slumber at this hostelry. Literary people will appreciate the quiet, pleasant and convenient location of the Hotel Standish Hall in New York City. It is just off Central Park West, and it faces the Hayden Planetarium and the American Museum of Natural History. Direct transportation to the New York Public Library. The Metropolitan Museum of Art is just across the Park. Flexible accommodations. One room, $62.50 per month, for a year. Two rooms, $100 per month. Furnished suites—parlor, bedroom, bath and pantry or kitchenette—from $125 to $150 a month. Kitchenettes have breakfast nooks, refrigerators and gas stoves for those who wish to practice their local cookery in New York. But there is a spacious dining room. Please identify yourself as an SRL reader when writing to Mr. H. W. McGaffey, resident manager for reservations. Hotel Standish Hall, 45 W. 81 St., New York City.

YOUR HANDWRITING may not "reveal all," but does offer valuable clues to self-knowledge, harmonious relationships. Send specimen and dollar for your Self-Survey. Marjorie Cooper. Box 29-AD.

YOUNG EPISCOPAL CLERGYMAN desires feminine correspondents. Box 787-E.

TAX RETURNS prepared, accounting records written up. Box AT.

NEW YORK IS BRIMFUL of chic little bargains that burst at the seams the third wearing, says Mr. Hills. Well, for the quality kind, at prices that won't stagger you (dresses, coats, suits) see Miss Goodman at 474 Seventh Avenue (36 Street) LAckawanna 4-4013.

FEMALE—Invites correspondence with gentleman who enjoys opera, music, and outdoors. Box 796-E.

IF YOU HAVE an opinion you want to get off your chest, if you've a literary grudge you've been carrying—Personals only cost ten cents per word. And your opponents will only write back to you.

CLASSIFIED

ADVERTISING RATES for this Department are: For twenty-six insertions, 7c a word; for thirteen insertions, 8c a word; for six insertions, 9c a word; fewer insertions, 10c a word. Forms close Friday, eight days before publication date. The Saturday Review of Literature, 25 West 45th Street, New York City.

OUT-OF-PRINT

OUT-OF-PRINT AND HARD-TO-FIND books searched for and quickly supplied at low prices. No charge or obligation for service. All subjects and in all languages. Genealogies, family and town histories. First editions supplied. Incomplete sets completed. Magazine back numbers supplied. AMERICAN LIBRARY SERVICE. Dept. No. 400, 117 West 48th Street, New York, Telephone BRyant 9-5214.

OUT-OF-PRINT books promptly supplied. National Bibliophile Service, 321 Fifth Avenue, New York.

NEW AND SECOND HAND BOOKS, in or out of print. IF IT'S A BOOK WE MAY HAVE IT. MENDOZA'S, 15 Ann St. OLDEST OLD BOOK SHOP IN NEW YORK.

BOOKS-BY-MAIL

ANY BOOK supplied. All books quoted. Cash orders prepaid. Bargain list free. LITERARY MART, 1650 Broadway, New York.

BACK NUMBERS

BACK NUMBER MAGAZINE SPECIALISTS. Established 1889. Abraham's Magazine Service, 56 East 13th St., N. Y.

CLASSIFIED

LITERARY SERVICES

CATHERINE WILSON—RESEARCH SERVICE. Manuscripts typed—corrected. References. 152½ South Clark Drive, Los Angeles, California.

LAURENCE ROBERTS, Literary Agent. Stories, novels, articles, books marketed, criticized, revised. Our writers sell, 47 West 42nd Street, New York.

DAVID DAVIDSON, Literary Agent, Plays, novels, non-fiction books. London, Hollywood, Rio de Janeiro, 475 Fifth Avenue, New York. MUrray Hill 3-6657.

RUTH KIENE—EXPERT MANUSCRIPT TYPING and editing. Research and general secretarial services. 3,000 Dalton Avenue, Los Angeles, California.

MARY DOUGLAS, LITERARY ADVISER. Criticism, revision, ghost writing. Stories, novels, articles, theses, books. Wide experience, 610 West 114th Street, New York.

FIRST EDITIONS

FIRST EDITIONS. Rare Books. Old Books. New Books. Catalogues on request. Alfred F. Goldsmith, 42 Lexington Ave., N. Y.

BOOKPLATES

ROCKWELL KENT designs. Samples 10c. Greenland Press, 711 Penn Avenue, Pittsburgh, Pennsylvania.

FREE CATALOG. Several hundred beautiful designs. Bookplaters, Yellow Springs, Ohio.

FRENCH

FRENCH BOOK COMPANY, 556 Madison Avenue, New York's only French Bookshop where French Books are sold exclusively. Mailorder catalogue, 20c.

Mathematical Equation

(1) The Soldiers want mail . . . . . they're lonesome

plus

(2) The *SRL* has readers in all camps

equals

A good winter of correspondence for you.

A few discriminate adjectives in the Personal column will direct your correspondence along congenial lines.

(Personals only ten cents a word)

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

The Crostics Club

GEORGE A. BOISSARD, of Madison, Wisconsin, writer of the following, inducts his friends conscientiously into Double-Crostics, among them some famous tyros. Besides being president of a well-known insurance company, his life has been steeped in travel and journalism, and his knowledge is fabulous:

In re No. 408 c; Lower House of Norwegian Storting:

"A decidedly interesting place within a dozen or so miles of Madison is 'Little Norway'—a Norsk-type residence structure furnished with veritable Norsk furnishings. The theme song of Dane County, Wisc., is:

Ole Oleson, Yon Yonson,
Staughton, Wisconsin.

"I suppose *anybody* could name me the lower house of the Norsk parliament. Nobody could until I caught up with the Scandinavian Language Professor at University of Wisconsin. He promptly told me 'twas Odelsting, and added that I might as well learn the name of their *upper* house, which is Lagting.

"P. S.—
Shoot, if you must, this old grey head,
But keep your Geography straight, he said—
—When he noticed you'd moved the Yazoo river
From Mississip to Gawjah! Or was it Alabam?"

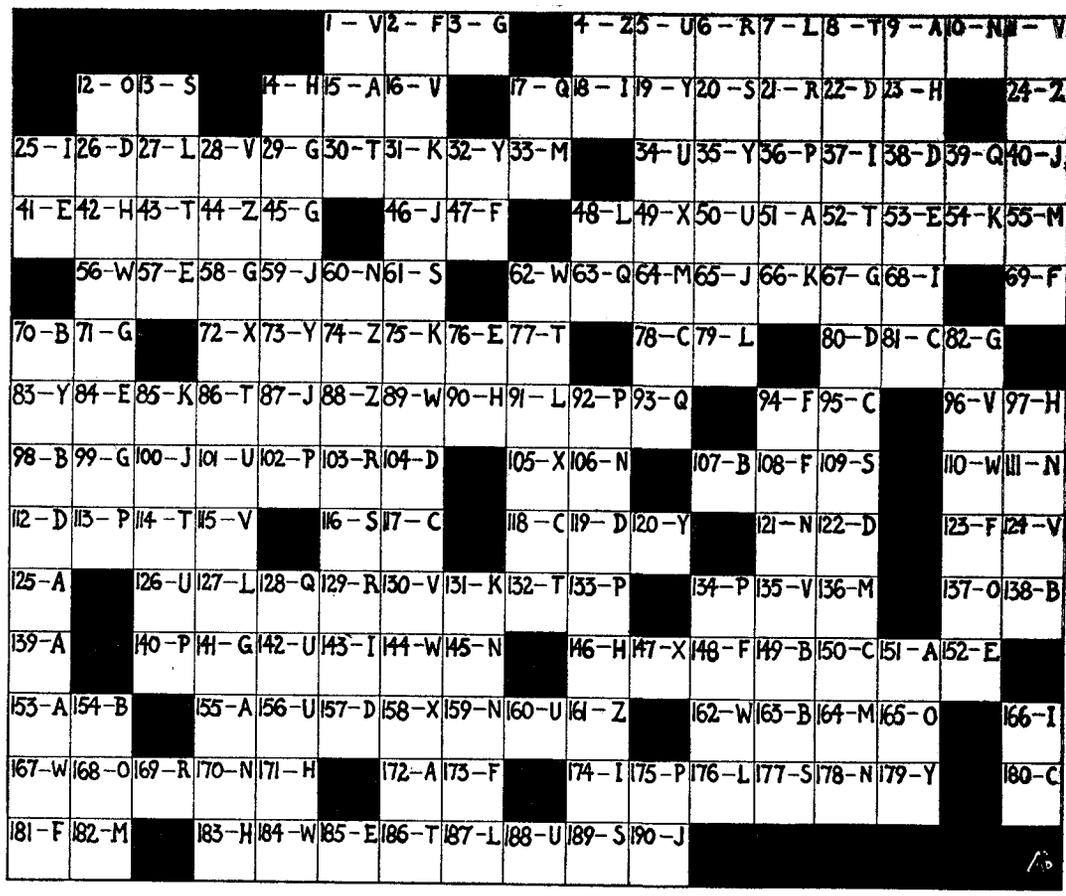
Another reference book suggestion comes from Mrs. Rogers St. John:

"I was delighted when you said in your column that you had intended reference books to be used. Aside from the excitement of the puzzle itself, my great feeling for your work is the many avenues it has opened or reopened for me. It was years since I had read I and II Chronicles and I and II Kings, etc. and I found them of absorbing interest—all to find who Jehoiada's wife was. I got into a whole month's reading on Byzantine history, simply because of looking up something about Byzantine church in the Brittanica one day. Several times I've bought records because they were recalled to my mind. Also, the dictionary and I meet much more often and have long and illuminating sessions when you have an unfamiliar definition of a word.

"There is one other reference book beside those you mention that I find invaluable. The Lincoln Library. It's, as you probably know, a condensed encyclopedia, and easy to handle, and I like it best of any single book of its kind.

"Again thanks for the hours when you've taken my mind off the war and the many things in the world so terrible to contemplate and my own boys in service—"

E. S. K.



Double-Crostics: No. 415

By ELIZABETH S. KINGSLEY

DIRECTIONS

To solve this puzzle you must guess twenty-six words, the definitions of which are given in the column headed DEFINITIONS. The letters in each word to be guessed are numbered. These numbers appear under the dashes in the column headed WORDS. There is a dash for each letter in the required word. The key letters in the squares are for convenience, indicating to which word in the definitions each letter in the diagram belongs. When you have guessed a word, fill it in on the dashes; then write each letter in the correspondingly numbered square on the puzzle diagram. When the squares are all filled in you will find (by reading from left to right) a quotation from a famous author. Reading up and down the letters mean nothing. The black squares indicate ends of words, therefore words do not necessarily end at the right side of the diagram.

When the column headed WORDS is filled in, the initial letters spell the name of the author and the title of the piece from which the quotation has been taken. Authority for spelling and definitions is Webster's New International Dictionary (1938 edition).

The solution of last week's *Double Crostic* will be found on page 25 of this issue.

DEFINITIONS

A. Ohio town of Sherwood Anderson's 23 stories (1919).

B. The *Great Learning*, 3rd of the *Four Books* (Chinese).

C. Having colors and shades so blended as to give a misty appearance (painting).

D. Any wearisome routine.

E. He was turned into a stag by Diana, victim of his own hounds.

F. Relating to underworld gods of the Greeks.

G. Accent on the last syllable (phonet.; 2 wds.)

H. A castle of Giant Despair *(Pilgrim's Progress)*.

I. *Asmara* is its capital.

J. Hungarian violinist in America (1892-).

K. Venetian painter (1477-1576).

L. Base, detestable.

M. Resembling mother-of-pearl.

N. Pacific Ocean inlet between China and Korea.

O. South Seas romance by Melville (1847).

P. Evanescent.

Q. Family name of an Alice Hegan Rice heroine (1901).

R. The empyrean.

S. Counterbalances; adorns (2 wds.)

T. Connoting the English actor Macready.

U. Producing a decided result.

V. To throw or cast back.

W. Expressing abstract conceptions; visionary.

X. American editor (of the *Outlook*) and critic (1845-1916).

Y. Having qualities of *equus asinus*.

Z. Executed by hanging.

WORDS

153 172 51 125 151 155 15 139 9

107 149 163 38 138 154 70

95 117 150 118 180 81 78

112 22 122 119 104 26 80 38 157

53 76 57 41 152 185 84

148 108 69 2 47 181 94 123 173

71 45 141 82 99 29 3 67 58

171 14 97 146 42 90 23 183

18 166 37 68 174 25 143

190 40 100 87 59 46 65

85 54 31 131 75 66

127 187 79 176 48 27 7 91

55 64 33 136 164 182

106 159 10 60 178 121 145 170 111

168 165 12 137

134 113 133 140 92 102 36 175

17 39 128 63 93

21 169 129 103 6

189 109 20 177 116 61 13

52 114 30 8 77 186 43 86 132

142 126 101 156 34 5 50 160 188

16 11 130 124 135 96 115 28 1

110 167 162 56 184 89 62 144

72 49 105 158 147

83 19 32 179 35 120 73

74 44 88 4 161 24

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED

TRADE WINDS

HOW LONG ago it seems since a new quip by Dorothy Parker brightened every week in the literary world! Some could be quoted in the public prints and some couldn't, and some that were credited to her I'm sure she never heard herself, but how they did get around—and the town was a brighter place for them! When Miss Parker went to Spain in 1937, however, the silver seemed to leave her tongue as the iron entered her soul. What she says and what she writes today, like the world around her, aren't funny any more.

The latest candidate for the post of town literary wit, voluntarily abdicated by Miss Parker, is, of all people, Gypsy Rose Lee. This handsome and singularly uninhibited young lady has been knocking them dead with her tongue as well as her epidermis. Her book, "The G String Murders," has outsold every mystery story since the death of Van Dine. Her name adorns the list of speakers at countless literary luncheons. And last week, she shared with Clifton Fadiman the task of entertaining two thousand people who gathered at a noonday rally at the New York Public Library arranged by Althea Warren and Bella Spewack to further the Victory Book Campaign. This was one of seven daily programs scheduled for the purpose, and Glen Boles and Herbert Wise wrote the scripts for all of the speakers. All but Miss Lee, that is. She declared that she would stick to a few impromptu remarks of her own. Panicked at the last moment, however, by the seething throng before her, Miss Lee reached for the nearest script before her. It chanced to be Mr. Fadiman's, and an enraptured audience heard her open her address with the sweeping statement: "All my life has been spent in the world of books!" Two sponsors swooned.

Another report concerns a day on which the lady was autographing copies of her book in a mid-Western department store. A customer came in and asked to see the best Bible on the market for two dollars. Suddenly he spied the callipygian Miss Lee and, after gulping once or twice, planked down his two dollars, got his autographed book, and made for the nearest exit. "How about that Bible you wanted," asked a clerk. "Can't use it now!" he cried cheerily. "I done spent my book money!"

THERE ARE some who have been saying recently that the trouble with literary criticism today is that reviewers have become soft, waving their hats aloft at the discovery of too many geniuses, and worse still, not flailing the really bad new books hard enough. The critics, according to this school, are too afraid of hurting the feelings of authors and publishers, and the public, as a result, no longer has faith in their pronouncements. Mr. Burton Rascoe has evidently been taking these comments personally, because in some recent reviews by him that I have read, he has certainly been wielding a potent snickersnee. What he did to new books by Stephen Longstreet and Erskine Caldwell was nobody's business. Burton's reviews remind me a little of "Slapsie" Rosenbloom's ring technique. Slapsie was in there punching wildly all the time. He often missed altogether, and when he did land nothing much seemed to happen—but how the customers liked it!

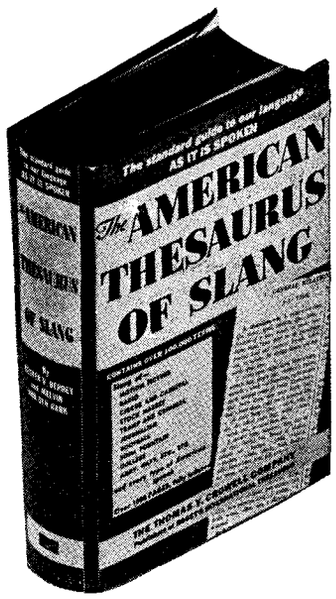
Mr. Rascoe has been guest-conducting Harry Hansen's column in the *World Telegram,* and presumably learning more about the ways of the wicked publishers, whose machinations he exposed so wittily and so inaccurately in the pages of this journal some months ago.

BENNETT CERF.

It's terrific! It's colossal! It's SUPERGLOBSLOPSCIOUS!

100,000 slang terms

defined, and grouped according to ideas . . .



☛ "Thanks to the form of this book, even the mildest categories read like nothing since Rabelais."—TIME.

ORIGINALLY conceived as a companion volume to our standard *Roget's Thesaurus,* THE AMERICAN THESAURUS OF SLANG has turned into a monumental reference work in its own right—and almost twice as big a book as Roget!

For ten years Lester V. Berrey, specialist in American speech, has been working tirelessly with a corps of experts and assistants. More than half a million slips were collected, cross indexed, filed, and repeatedly checked. It took a year to put their 85-pound ms. through production. The index alone cost more than $1000!

The result is, according to Dr. E. C. Stillman of the International Auxiliary Language Association, authority on speech, formerly of Universities of Michigan, Ghent, Liege, and Liverpool: "A great reference work that compares favorably with the three or four greatest achievements in the field during the past twenty years."

In these 1174 pages the amazing mass of American substandard speech—*over 100,000 terms*—has been defined and grouped in the time-tested arrangement, by *ideas,* of *Roget's Thesaurus.* In addition there are some 400 pages of special slang: Motion Picture, Radio, Hobo Slang, Journalism, Sport, Literary, Army, Navy, and several other categories. The whole work is exhaustively cross-indexed for instant, accurate reference. There is no other book in print like it!

Like *Bartlett's Quotations,* THE AMERICAN THESAURUS OF SLANG invites reading as well as reference. The energy, impudence, sparkle, and sheer unpredictableness of everyday American speech makes whoopee on every page. As the *N. Y. Times Book Review* says: "You can start on a productive study of usage, language, and culture from this book . . . and you may choose several paths. . . . It is the first work of its kind and will probably remain the only one for a long time to come."

1174 pages, indexed, $5.00, at all bookstores. Just published.

Crowell **THOMAS Y. CROWELL COMPANY, NEW YORK**

Send GOOD books to the Victory Book Campaign, Saturday Review Family, 25 W. 45th Street, New York, N. Y.

PRODUCED 2005 BY UNZ.ORG
ELECTRONIC REPRODUCTION PROHIBITED